

GEMS FROM CUTTER TO YOU



ALSO MOUNTINGS
DIRECT FROM THE JEWELER'S BENCH

The Only
Mail Order Lapidaries
in the World

ESTERLIN, MOSER & CO.

THE GEM SHOP

923 - 925 PHELAN BUILDING
SAN FRANCISCO, CAL.

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SINKALUKAS
Property of:
DEAN NORRIS

Every statement in this catalogue
having been carefully considered,
and it being an unalterable rule of
this firm that no sale shall be con-
sidered closed until the customer is
satisfied. I personally guarantee every
transaction with **The Gem Shop.**

F. J. ESTERLIN,
President.

INSTRUCTIONS

1. **OUR TERMS** are net cash with order. No discount to dealers.
2. **C. O. D. SHIPMENTS.** We will send any article desired by express C. O. D., subject to examination, upon receipt of one-third of the price, as a guarantee of good faith, and to cover charges, such one-third to be in no case less than \$1.00. The amount will be deducted from the bill when paid at the Express Office.
3. **HOW TO ORDER.** Write the name of the article very clearly, give the catalogue number, and specify the size and kind of stone you want. If a ring do not forget to give the size. You will find a convenient gauge for measuring on Page 58. You will find it more satisfactory to use our regular order blanks.
4. **HOW TO SEND MONEY.** Remit by either Postal Money Order, Express Money Order, Bank Draught or Registered Mail. We cannot accept personal checks. For sums not over 50 cents you may use postage stamps.
5. **WE PREPAY** all charges, except on C. O. D. goods.
6. **INSURANCE.** If goods are to be sent by mail you should send 10 cents for registering, though if the order is for \$5.00 or over we will pay the registry fee.
7. **GEMS SENT ON SELECTION.** We gladly send gems on selection, to be returned or paid for within five days after receipt, to customers who furnish us with satisfactory banking references.
8. **WE FILL ALL ORDERS PROMPTLY,** usually the same day received. For stones cut special shape or size, or for goods mounted to order, one or two days extra time should be allowed. If you do not receive your goods in the time you think it ought to take, please write us that we may look into the matter.
9. **SUBSTITUTING.** If it should happen that we are temporarily out of any article you order, we will send you as nearly the same thing as we can, only of a little higher value, with the distinct understanding that if you don't like it you can send it back, and we will pay charges both ways. Our stock is so large and well assorted, however, that this is something not likely to happen.
10. **LASTLY AND AGAIN — MONEY BACK IF NOT SATISFIED.**

THE GEM SHOP,
ESTERLIN, MOSER & CO.

GEMS FROM CUTTER TO YOU

Discriminating people nowadays are mostly buying loose gems, inspecting them, and THEN having them mounted. In this way they get the best, and this is the way we recommend your doing, as you are then afforded the fullest opportunity for learning whether or not you are getting a perfect stone, as no part is hidden by the gold mounting.

But we list mounted stones also, for any who prefer them that way. Our guarantee, **MONEY BACK IF NOT SATISFIED**, covers both mounted and unmounted goods.

Our claim for the biggest share of your patronage, and our whole argument as to why you should trade with us, is the line at the top of this page—**GEMS FROM CUTTER TO YOU**. By this you will understand that we are cutters of gems. We do not **SAY** that we are gem cutters and then buy European cut stones to sell you. We actually are gem cutters and manufacturers of jewelry, and we **PROVE** it by our **LOW PRICES**. We import rough gem material from every part of the world in which gems are found and cut them in our own shop. We are the only mail order lapidaries in the world.

In this little booklet we offer you the opportunity of buying direct from the cutter's lap and the jeweler's bench—the **MODERN METHOD** of doing business, that of **DEALING DIRECTLY WITH THE PRODUCER**. You save the profits which the wholesaler and retailer make in the old way.

Every gem and every piece of jewelry that we list is just what we represent it to be. We guarantee satisfaction or your

MONEY PROMPTLY REFUNDED.

The finest gems money can buy.

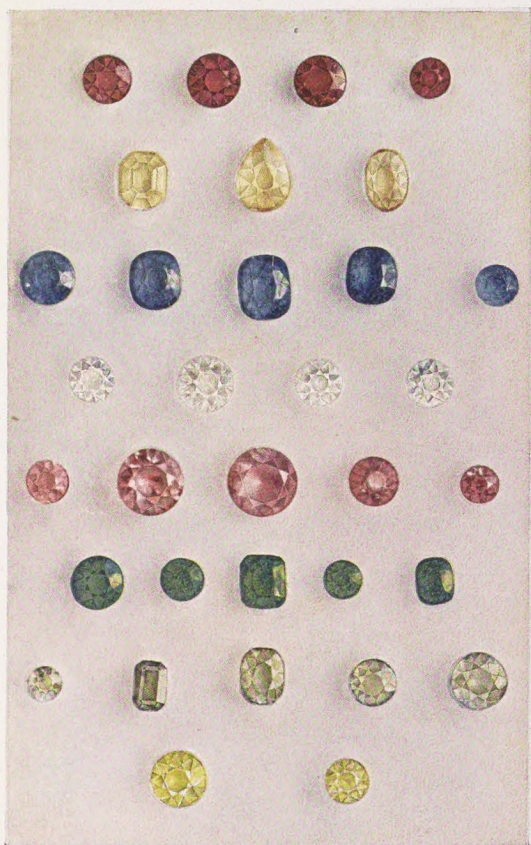
For less money than you can buy them elsewhere.

The greatest variety to select from.

Satisfaction guaranteed.

That's all, we don't claim anything else. **JUST PLAIN SATISFACTION.**

It does not matter whether you have **LITTLE MONEY** to spend or much, you will find in this catalogue gems to meet your pocketbook, and every one of them **GENUINE GEMS**. No matter how fine or how expensive a stone you want, we have it, and always for **LESS MONEY** than you can get it any place else.



RUBY
PRECIOUS TOPAZ
BLUE SAPPHIRE
WHITE SAPPHIRE
PINK SAPPHIRE
EMERALD
ALEXANDRITE
YELLOW SAPPHIRE

510.

ROCKS OF AGES

\$ 75.00

WHY SHOULD I BUY A GEM?

"Why should I buy a gem?" is a question occasionally asked by one who has not previously considered the matter. As well might one ask the question why he should buy a picture, or a good book; or why buy well-made, good-fitting clothing, when plain, homely garments would do. Certainly if one has no regard for the beautiful, if the handsome and instructive things of life have no interest for one, then there is no reason why he should buy a gem. **But, if one takes pleasure in beautiful surroundings, has an eye for beauty, and finds joy in its contemplation, then he certainly will find pleasure in gems, find frequent and never-wearring delight in his admiration of color, brilliancy, and perfection of technical skill with which gems have been cut, and will find a way to have them about him.**

Gems, primarily, are made to wear as an article of personal adornment in some piece of jewelry. But there are **hundreds of people today who are getting together little collections of unmounted gems**, which they probably never will wear, but which day after day and night after night they set before themselves, and display to their friends for the enjoyment of the splendid colors which so often vary under different lights. As others listen to music by the hour, so these lovers of gems feast their sense of sight rather than that of hearing. That **this hobby is not necessarily an expensive one** our catalogue will show, as we quote prices that **must surprise you** that it is possible to buy at such low figures.

IT IS EASY TO BUY GEMS BY MAIL.

Easier than to buy anything else, when you have such a catalogue as ours in your hands, for **WE LIST EVERY KNOWN GEM** in such a variety of colors, shades and styles of cutting as you will not find in any jewelry store, no matter how large. We bring all of the splendid stock of our **GEM SHOP** right into your home. And you take your time, no one to hurry you while you compare one gem with another and make your selection. And when you have decided what you want **we send it to you the same day we get your order,—and GUARANTEE YOU SATISFACTION.** Could anything be easier or more convenient? We could serve you no better, or even as well, if you came to see us, for there would be something interesting that we would forget to tell you, or to show you, but we have taken months and months to get it all into this little book. We have made everything just as plain as we know how, but if there is any question that rises in your mind, or anything you don't understand, ask us, and we will be glad to answer you out of the fullness of our twenty-five years' experience in the gem business.

HOW CAN WE DO IT?

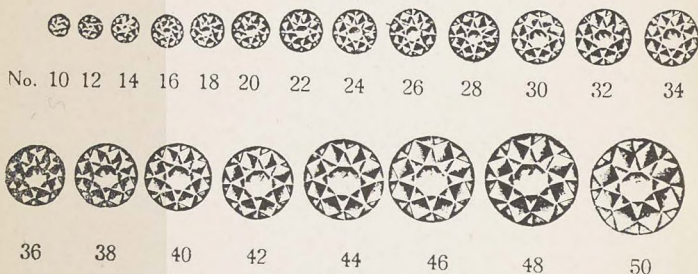
More than one of our customers, voicing their surprise at our low prices, have written us that they were actually **astonished**, upon receiving gems they had ordered, that **the values**

4 75.00

were so much greater than they had expected. They wanted to know how we could do it. As one of them asked, a little facetiously; "Are you in business for your health? I am wondering how you can keep it up."

We wrote him quite frankly the explanation of "how we can do it." Part of that letter will bear repeating here, as the same question will occur to many who do not ask us. We said: "No, we are not in business for our health, as that phrase is generally understood, but our business is mighty healthy, just the same. Just keep in mind the fact that we are producers, selling to customers all over the world, then compare our position with that of the retail jeweler. It doesn't make any difference how big a store he has, nor how fine a stock, his trade is limited to the people of one city. While he is selling one topaz, or one amethyst we are selling a thousand, and on the same day and at the same time, we are perhaps selling a hundred rubies, and five hundred rings, and so forth. So, you see how simple it is! **HE SELLS TO A CITY, WE SELL TO THE WORLD. A SMALL PROFIT ON EACH OF A THOUSAND ITEMS WILL DO US, HE MUST MAKE A BIG PROFIT ON EACH ITEM.** And this is how we sell to you at prices below what your local dealer has to pay his wholesaler."

SIZE OF ROUND FACETED STONES.



No. 14 = $1\frac{1}{4}$ Carat.

" 22 = $3\frac{3}{4}$ "

" 28 = $1\frac{1}{4}$ "

" 32 = $1\frac{3}{4}$ "

" 38 = $2\frac{1}{4}$ "

42 = 3 "

No. 20 = $1\frac{1}{2}$ Carat.

" 26 = 1 "

" 30 = $1\frac{1}{2}$ "

" 36 = 2 "

" 40 = $2\frac{1}{2}$ "

" 46 = 4 "

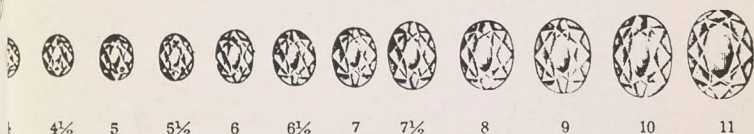
A FEW WORDS ABOUT CUTTING

A brief explanation about gem cutting ought to be interesting, and is more or less necessary if you are going to select gems intelligently. The first thing to get fixed permanently in your mind is that there is one distinct physical characteristic that governs the cutting of all gems, that is, its quality of permitting light to pass through it, therefore stones are classed as transparent, translucent and opaque. Any transparent stone may be cut with **facets**. The shape may be either round, square, or oblong, that does not matter, but so long as it is cut with little flat reflecting surfaces on both front and back it is called a **faceted stone**. If the stone is cut with facets on the back and is smooth on the front, no matter what the shape of the outline, it is called a **buff top**.

All opaque stones are cut with a smooth surface front and back, the outline is generally either round or oval, though it may be anything desired; this style of cutting is called **en cabochon**; it is the way opals are cut, and **turquoise**. Often, however, transparent stones are cut **en cabochon**, as, for instance the amethyst, topaz, garnet, etc. The garnet cut this way is called a carbuncle. You should bear in mind that, whereas any transparent stone may be cut either faceted or cabochon, the translucent stone is best cut **cabochon**, and the opaque stone is never cut with facets.

You will observe that we list round faceted stones as **DIAMOND CUT** and **STAR CUT**, and you will wonder what the difference is and why. This is a matter we are anxious to have you understand, and a study of the accompanying photographs will help you. In the first place the front of both of these styles of cut is **exactly** the same, that is, there are 32 facets besides the table. It is in the backs that the difference is to be found. The **DIAMOND CUT** stone has a lighter back, the angle is more acute and the little facets are diamond shape. This style of cut-

SIZE OF OVAL FACETED STONES.



No. 4 = 1/2 Carat.

" 7 = 1 1/2 "

" 9 = 5 "

" 11 = 5 "

No. 6 = 1 Carat.

" 8 = 2 "

" 10 = 4 "

475.00
ting gives the greatest brilliancy it is possible to impart to a stone. Some stones, however, are cut with a heavier back than that of the diamond cut, in order that the stone may show more depth of color, the effect when examined closely is that of a star, hence the name STAR CUT. So remember: DIAMOND CUT gives greater brilliancy, STAR CUT gives more color.

With all due modesty, we say that there is **no place in the world where finer gem cutting is done than in our shop.** Our 25 years' experience is all at your service. Besides the conventional shapes we cut fancy shapes you will see nowhere else.

The carat being the standard of weight, we have prepared sketches of a few of the standard cuts in different sizes, which you will notice on the next page. You should refer to these sketches to learn the size of stone you want.

Besides the sketches we have had color plates made showing the DIFFERENT STYLES of cutting, and you will gain a more accurate idea from these than from all we could say. **But no color plate can be made to exactly reproduce the beauty of a stone,** and, although no expense has been spared in these plates, still they can do no more than give you a fair idea of our gems.

COLORED FACETED STONES

THE MOCA GEM.

561
Rocks of Ages
No. A21 the Moca Gem is a stone you are bound to consider. In color it is a **rich, transparent, brown,** the same shade of brown as occurs only in the rare and beautiful Coffee-Diamond, which it so closely resembles in brilliancy and lustre that only the expert can tell them apart. It is **cut just like a diamond** and has the same number of facets, or reflecting surfaces (32 on the front and 24 on the back). We say frankly that this gem is our biggest value under the classification of Colored Faceted Stones.

Although the Moca Gem is one of Nature's products (as distinguishing it from scientifically produced gems), you will find it offered for sale nowhere else in the whole world, because **we control the only producing mine.** The Moca Gem shows to best advantage when mounted in either pin brooch or stud.

The size is from 1 to 3 carats. (See illustration of carat sizes.) If you could buy this gem elsewhere the price would be \$5.00 per carat. **OUR PRICE, Per Carat.....\$1.00**

AMETHYST.

Amethyst, the purple gem, is the birthstone for the month of February, and denotes sincerity. We wish it were possible to put one of these gems into the catalogue instead of merely telling you about it, but we ask you to turn to the colored plate, which gives you a fair idea of this stone's beauty. To simply say that this gem is purple, however, is not enough, as the shades of color range between the daintiest tint and the most profound Royal Purple. It is quite likely that you have never even seen a **Royal Purple Amethyst**, as there are **not half a score of jewelers in the United States who can show one**, to say nothing of a selection, and yet you will see by our listing that we carry this really gorgeous stone in stock in a variety of cuts and sizes. Our other shades of amethyst are not less beautiful than the Royal, only different, less dense in color, as many people prefer. Our dark purple is what is generally sold as the finest obtainable, and our lightest shade, which is of a lilac tint, is very close to the color of the gem Kunzite, for which, in fact, it is frequently sold by the unscrupulous.

The stones varying in size from 1 to 3 carats are much used for rings, scarf pins, necklaces, etc., while gems of larger size are suitable for la valiers. We list the following size and styles of cutting:

ROUND DIAMOND CUT.

					Regular Price	OUR PRICE
No. A22	Royal Purple,	$\frac{1}{4}$ to $\frac{7}{8}$	Carats.	Per Stone.	\$5.00	\$2.65
No. A23	" "	1 to 5	"	Per Carat.....	7.00	3.00
No. A24	Dark "	$\frac{1}{4}$ to $\frac{7}{8}$	"	Per Stone.....	3.50	1.30
No. A25	" "	1 to 5	"	Per Carat.....	4.00	1.50
No. A26	Light "	(Lilac) $\frac{1}{4}$ to $\frac{7}{8}$	Carats.	Each Stone.	2.50	1.00
No. A27	" "	" 1 to 5	"	Per Carat...	2.50	1.00

ROUND STAR CUT.

No. A28	Royal Purple,	$\frac{1}{4}$ to $\frac{7}{8}$	Carats.	Per Stone.....	4.00	1.75
No. A29	" "	1 to 5	"	Per Carat.....	5.00	2.00
No. A210	" "	6 to 20	"	" "	4.00	1.75
No. A211	" "	23 to 50	"	" "	3.50	1.50
No. A212	Dark "	$\frac{1}{4}$ to $\frac{7}{8}$	"	Per Stone.....	3.00	1.30
No. A213	" "	1 to 5	"	Per Carat.....	3.50	1.50
No. A214	" "	$6\frac{1}{2}$ to 20	"	" "	2.50	1.35
No. A215	" "	24 to 50	"	" "	2.25	1.15
No. A216	Light "	(Lilac) $\frac{1}{4}$ to $\frac{7}{8}$	Carats.	Per Stone..	2.25	1.00
No. A217	" "	" 1 to 5	"	Per Carat..	2.25	1.00
No. A218	" "	" $7\frac{1}{2}$ to 20	"	" " ..	2.00	.85
No. A219	" "	" 21 to 50	"	" " ..	1.50	.75

HEXAGON CUT.

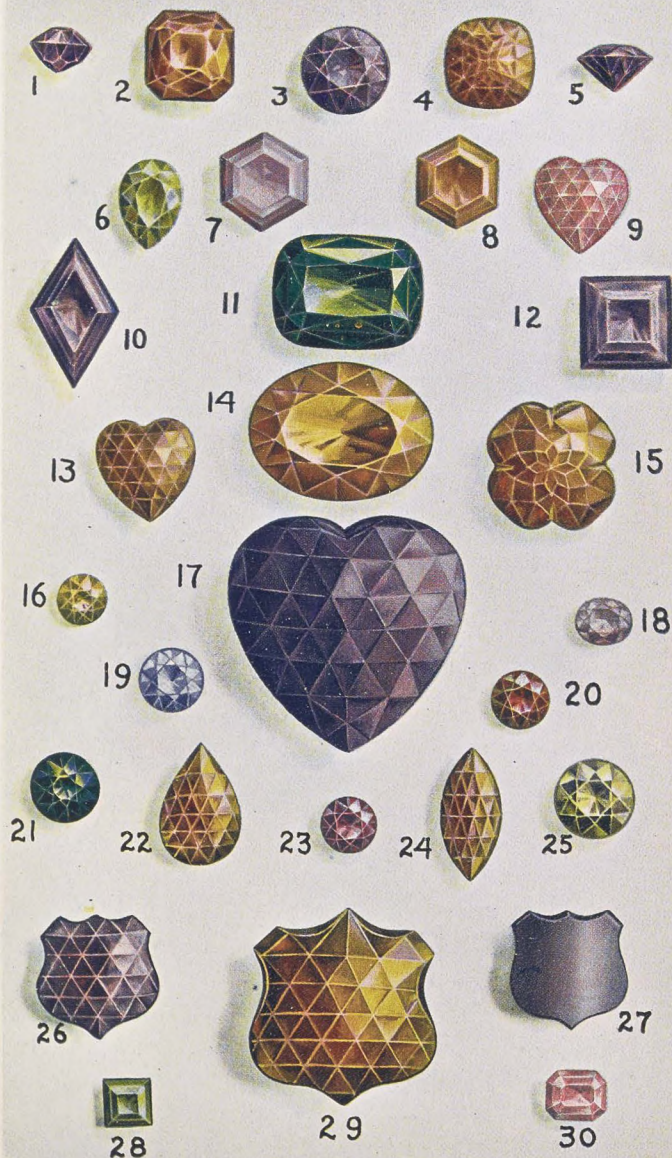
No. A220	Dark Purple,	1 to 10	Carats.	Per Carat.....	4.00	1.50
No. A221	Light "	(Lilac) 1 to 10	Carats.	Per Carat...	2.50	1.00
No. A222	" "	" 13 to 20	"	" " ..	2.00	.85

COLOR PLATE—FACETED STONES.

Kind of Cut and Weight.

(The colors shown are NOT PERFECT reproductions of the stones but as near the actual colors as the difficulties experienced in color printing permit.)

5. Side view Diamond Cut. } Front of both same as Fig. 3.
1. Side view Star Cut. }
2. Topaz, Dark Gold, Octagonal Cushion, 5 carats.
3. Amethyst, Medium Dark, 4 carats.
4. Topaz, Dark Gold, Cushion Rose Front, 5 carats.
6. Peridot, Pear Shape, Table Front, $2\frac{1}{2}$ carats.
7. Amethyst, Light, Hexagon Shape, 4 carats.
8. Topaz, Dark Gold, Hexagon Shape 4 carats.
9. Pink Tourmaline, Heart, Rose Front, 5 carats.
10. Amethyst, Medium Dark, Diamond Shape, 8 carats.
11. Green Tourmaline, Cushion Shape, 20 carats.
12. Amethyst, Light, Trap Cut, 6 carats.
13. Topaz, Light Gold, Heart, Rose Front, 6 carats.
14. Topaz, Dark Gold, Oval, 22 carats.
15. Topaz, Red Gold, Four Leaf Clover, Rose Front, 12 carats.
16. Zircon, $1\frac{1}{2}$ carats.
17. Amethyst, Royal Purple, Heart, Rose Front, 75 carats.
18. Spinel, Oval, $1\frac{1}{2}$ carats.
19. Aquamarine, $2\frac{1}{2}$ carats.
20. Garnet, 2 carats.
21. Green Tourmaline, 3 carats.
22. Topaz, Dark Gold, Pear Shape, Rose Front, 4 carats.
23. Almandine Garnet, $1\frac{3}{4}$ carats.
24. Topaz, Dark Gold, Marquise Shape, Rose Front, 4 carats.
25. Moca Gem, $3\frac{1}{2}$ carats.
26. Amethyst, Dark Purple, Shield, Rose Front, 8 carats.
27. Amethyst, Medium Purple, Shield, Bent Front, 8 carats.
28. Peridot, Trap Cut, $1\frac{1}{2}$ carats.
29. Topaz, Red Gold, Shield, Rose Front, 35 carats.
30. Pink Tourmaline, Cushion, $1\frac{1}{2}$ carats.



5101

ROCKS OF AGES

\$ 75.00

SQUARE TRAP CUT.

				Regular Price	OUR PRICE
No. A223	Dark Purple,	1 to 10 Carats.	Per Carat.....	3.50	1.50
No. A224	Medium "	1 to 10 Carats.	Per Carat.....	3.00	1.25
No. A225	" "	13 to 20 Carats.	Per Carat.....	2.50	1.00
No. A226	Light " (Lilac)	1 to 10 Carats.	Per Carat...	2.50	1.00
No. A227	" "	6½ to 20 Carats.	Per Carat...	2.00	.85

ANTIQUE CUSHION CUT.

No. A228	Dark Purple,	1 to 5 Carats.	Per Carat.....	3.50	1.50
No. A229	" "	6½ to 10 "	" "	3.00	1.25
No. A230	Medium "	1 to 5 "	" "	2.50	1.00
No. A231	" "	6 to 10 "	" "	2.00	.85
No. A232	Light " (Lilac)	1 to 5 Carats.	Per Carat.....	2.00	.85
No. A233	" "	7 to 10 "	" "	1.50	.75

OVAL BRILLIANT CUT.

No. A234	Dark Purple,	1 to 5 Carats.	Per Carat.....	3.00	1.50
No. A235	" "	6½ to 20 "	" "	2.50	1.35
No. A236	" "	24 to 50 "	" "	2.25	1.15
No. A237	Medium "	1 to 5 "	" "	2.50	1.25
No. A238	" "	6½ to 20 "	" "	2.00	1.00
No. A239	" "	22 to 50 "	" "	2.00	.85
No. A240	Light " (Lilac)	2 to 5 Carats.	Per Carat...	2.00	1.00
No. A241	" "	7½ to 20 "	" "	2.00	.85
No. A242	" "	21 to 50 "	" "	1.75	.75

PEAR SHAPE, TABLE CUT.

No. A243	Dark Purple,	1 to 10 Carats.	Per Carat.....	3.00	1.50
No. A244	Medium "	1 to 10 "	" "	2.50	1.25
No. A245	Light " (Lilac)	1 to 10 Carats.	Per Carat....	2.25	1.00

DIAMOND SHAPE.

No. A246	Dark Purple,	1 to 10 Carats.	Per Carat.....	3.00	1.50
No. A247	Medium "	1 to 10 "	" "	2.50	1.25
No. A248	Light " (Lilac)	1 to 10 Carats.	Per Carat....	2.25	1.00

BRILLIANT CUT DROPS, DRILLED.

No. A249	Dark Purple,	Length ½ Inch.	Per Stone.....	5.00	3.00
No. A250	" "	" 5/8 "	" "	6.00	3.50
No. A251	" "	" ¾ "	" "	8.00	4.75
No. A252	Medium "	" 1½ "	" "	4.00	2.25
No. A253	" "	" 5/8 "	" "	5.00	2.65
No. A254	" "	" ¾ "	" "	6.50	3.60

HEARTS, TABLE CUT, DRILLED.

No. A255	Dark Purple,	Length ¾ inch.	Per Stone.....	5.00	3.00
No. A256	" "	" 1½ "	" "	10.00	6.00
No. A257	" "	" ¾ "	" "	16.00	9.00
No. A258	Medium "	" ¾ "	" "	4.00	2.25
No. A259	" "	" 1½ "	" "	7.00	4.50
No. A260	" "	" ¾ "	" "	11.00	6.75

MARQUISE, BRILLIANT CUT.

				Regular Price	OUR PRICE
No. A261	Dark Purple,	3 to 10 Carats.	Per Carat.....	6.00	2.00
No. A262	Light " (Lilac)	3 to 10 Carats.	Per Carat.....	5.00	1.50

HEARTS, ROSE FRONT.

No. A263	Dark Purple,	3 to 10 Carats.	Per Carat.....	6.00	2.00
No. A264	" "	14 to 50 " "	" "	5.00	1.75
No. A265	Light " (Lilac)	3 to 10 Carats.	Per Carat.....	5.00	1.50
No. A266	" "	14 to 50 " "	" "	4.00	1.00

PEAR, ROSE FRONT.

No. A267	Dark Purple,	3 to 10 Carats.	Per Carat.....	6.00	2.00
No. A268	Light " (Lilac)	3 to 10 Carats.	Per Carat....	5.00	1.50

SHIELD, ROSE FRONT.

No. A269	Dark Purple,	5 to 10 Carats.	Per Carat.....	6.00	2.00
No. A270	" "	14 to 20 " "	" "	5.00	1.50
No. A271	Medium " "	5 to 10 " "	" "	4.50	1.75
No. A272	" "	14 to 20 " "	" "	4.00	1.25

SHIELD, SMOOTH BENT FRONT.

No. A273	Dark Purple,	5 to 10 Carats.	Per Carat.....	4.50	1.75
No. A274	" "	14 to 20 " "	" "	4.00	1.25
No. A275	Medium " "	5 to 10 " "	" "	3.50	1.00
No. A276	" "	14 to 20 " "	" "	3.00	.85

FOUR-LEAF CLOVER, ROSE FRONT.

No. A277	Dark Purple,	5 to 20 Carats.	Per Carat.....	10.00	2.50
No. A278	Light " (Lilac)	5 to 20 Carats.	Per Carat...	8.00	2.00

AQUAMARINE.

The Aquamarine, or Blue Beryl is so called from its color resembling that of sea water. The bluish hue is not glaring but soft and restful, for which reason it has been often termed the tranquil stone. The Aquamarine is a gem that has enjoyed deserved popularity over a long term of years. Although this stone shows to best advantage in the Trap Cut we list other shapes as follows:

ROUND STAR CUT.

				Regular Price	OUR PRICE
No. A279	Dark,	$\frac{1}{4}$ Carat to 5 Carats.	Per Carat.....	15.00	7.00
No. A280	Light,	$\frac{1}{4}$ " to 5 " "	" "	10.00	5.00

TRAP CUT.

No. A281	Dark,	1 to 10 Carats.	Per Carat.....	15.00	7.00
No. A282	Light,	1 to 10 " "	" "	10.00	5.00

PEAR SHAPE, TABLE FRONT.

No. A283	Dark,	1 to 10 Carats.	Per Carat.....	15.00	7.00
No. A284	Light,	1 to 10 " "	" "	10.00	5.00

PALE AQUAMARINE.

This gem while not dark enough for US to list as regular aquamarine is what is usually sold for light aquamarine, it has just enough color that it cannot be called white.

	Regular Price	OUR PRICE
No. A285 any of the above styles of cutting.		
Per Carat.....	\$5.00	\$2.50

EMERALDS.

The Emerald is the birthstone for May, and tradition says that the May born, to find happiness in love, should wear this gem. Of all green stones it is the most highly prized, and stones larger than the head of a pin that are entirely free from flaws are unknown; if such a one were found, even of only one carat size, it would be priceless. At the present time the finest specimens come from Ecuador. The color of our finest grade is a vivid green, the medium not quite so intense. These really precious emeralds we cut in only one style.

TRAP CUT.

					Regular Price	OUR PRICE
No. A286	Finest,	1/8 to 3/4	Carats.	Per Carat.....	\$200.00	\$150.00
No. A287	Medium,	1/8 to 3/4	"	" " " "	135.00	100.00
No. A288	Finest,	1 to 3	"	" " " "	425.00	350.00
No. A289	Medium,	1 to 3	"	" " " "	165.00	125.00

GARNETS.

The Garnet, sometimes called the American Ruby, is the birthstone for the month of January, and signifies constancy and fidelity. It is a stone of rich, dark red color and great brilliancy. By the ancients it was likened to a live coal.

We import rough garnets from Ceylon, India and Africa, as well as from New Mexico and Arizona, and cut them in shapes as listed:

ROUND DIAMOND CUT.

					Price Regular	PRICE OUR
No. A290	Finest	Arizona,	1/8 to 3/4	Carats.	Per Stone.....	\$1.75 \$1.00
No. A291	"	"	7/8 to 2	"	Carat.....	3.50 1.50
No. A292	"	"	2 1/4 to 5	"	" "	4.50 2.00

ROUND STAR CUT.

No. A293	Finest	India,	1/8 to 3/4	Carats.	Per Stone.....	1.75 .85
No. A294	"	"	7/8 to 2	"	Carat.....	2.50 1.25
No. A295	"	"	2 1/4 to 5	"	" "	3.50 1.50

OVAL, BRILLIANT CUT.

No. A296	Fine Red,	1 to 5	Carats.	Per Carat.....	2.25	1.00
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SQUARE ANTIQUE CUSHION CUT.

No. A297	Fine Deep Red,	Size 5	Per Stone.....	2.50	1.25
No. A298	"	" 5 1/2	" " " "	3.00	1.50
No. A299	"	" 6	" " " "	3.50	1.75
No. A2100	"	" 6 1/2	" " " "	4.00	2.00
No. A2101	"	" 7	" " " "	4.50	2.25
No. A2102	"	" 7 1/2	" " " "	5.00	2.50
No. A2103	"	" 8	" " " "	5.50	2.75

ALMANDINE GARNETS.

The Almandine Garnet has a **strong violet cast**; the color can be favorably compared to that of **currant wine** when held to the light. A very handsome brilliant stone.

ROUND STAR CUT.

			Regular Price	OUR PRICE
No. A2104	Finest Grade,	$\frac{3}{4}$ to 5 Carats. Per Carat.....	\$4.00	\$2.00
No. A2105	Medium "	$\frac{3}{4}$ to 5 " " " "	3.00	1.50

KUNZITE.

The Kunzite is one of the new gems discovered within the past few years. In color it ranges through **salmon pink, light pink, lavender and white**. This is a gem of great beauty and brilliancy, which we always carry in stock, but, although in its earliest days all gem experts predicted a great future for this stone, we are not ourselves recommending it to those who rely upon our judgment, for the reason that its color is not constant and when exposed frequently to the sun gradually fades. It is a **splendid night stone**, however, and for those who keep it from constant exposure to daylight it will remain beautiful indefinitely.

			Regular Price	OUR PRICE
No. A2106	Round. Star Cut, 1 to 5 Carats. Per Carat....		\$16.00	\$10.00
No. A2107	Square, Trap Cut, 2 to 10 " " " "		20.00	12.00

OLIVINE.

The olivine, to our minds, is unapproachable for beauty as a **green stone**. It is a more vivid and robust green than the emerald, and in the smaller sizes, used principally for clusters, is exceedingly low in price for so beautiful a stone.

Owing to the uncertainty of procuring stones over $\frac{3}{4}$ carat in size, price will be quoted upon request.

ROUND STAR CUT.

			Regular Price	OUR PRICE
No. A2108	Finest	Stones, size $\frac{1}{8}$ carat, per stone.....	\$15.00	\$7.50
No. A2109	"	" " $\frac{1}{4}$ " " " "	25.00	12.50
No. A2110	"	" " $\frac{1}{2}$ " " " "	55.00	37.50
No. A2111	"	" " $\frac{3}{4}$ " " " "	80.00	50.00
No. A2112	Medium	" " $\frac{1}{8}$ " " " "	10.00	5.00
No. A2113	"	" " $\frac{1}{4}$ " " " "	20.00	8.75
No. A2114	"	" " $\frac{1}{2}$ " " " "	40.00	25.00
No. A2115	"	" " $\frac{3}{4}$ " " " "	60.00	32.50

RUBY.

The Ruby is the birthstone for July, and signifies love. The Oriental Ruby, finest "**Pigeon blood**" red, is without a peer. When flawless and perfect in color it is of greater value than the diamond. We import the finest specimens from Burmah and Ceylon.

ROUND, BRILLIANT CUT.

(Each stone cut in such style as will best show its beauty.)

					Regular	OUR PRICE
No.					Price	
No. A2116	Finest Oriental,	1/4	carat, per	carat.....	\$75.00	\$50.00
No. A2117	" "	1/2	" " "	" "	175.00	125.00
No. A2118	" "	3/4	" " "	" "	225.00	150.00
No. A2119	" "	1	" " "	" "	375.00	300.00
No. A2120	Oriental, fine though not perfect,	1/4	carat, per	carat.....	\$40.00	\$25.00
No. A2121	" " "	1/2	" " "	" "	70.00	50.00
No. A2122	" " "	3/4	" " "	" "	100.00	85.00
No. A2123	" " "	1	" " "	" "	175.00	125.00

PERIDOT.

The Peridot is a **soft green color**, varying between that of the ripe and the green olive, with a hint of gold. This is a stone that one has but to see for the first time to love it.

ROUND DIAMOND CUT.

ROUND DIAMOND CUT.					Regular Price	OUR PRICE
No. A2124	Finest Green,	1/8 to 1/2	carat, per carat.....		\$4.00	\$2.00
No. A2124	" "	3/4 " 2	" " " "		6.00	3.00
No. A2125	" "	2 1/2 " 4	" " " "		7.00	3.50

ROUND, STAR CUT.

No. A2126	Finest Green,	$\frac{1}{8}$	to	$\frac{1}{2}$	carat, per carat.....	\$3.00	\$1.50
No. A2127	“ “	$\frac{3}{4}$	“	$\frac{2}{2}$	“ “ “ “	5.00	2.50
No. A2128	“ “	$2\frac{1}{2}$	“	4	“ “ “ “	6.50	3.00

OVAL, BRILLIANT CUT.

No. A2129	Finest Green, $\frac{1}{2}$ to $\frac{3}{4}$ carat,	per carat.....	\$3.00	
No. A2130	" " " " $\frac{1}{2}$ to $\frac{3}{4}$ carat,	" " " "	5.00	
				\$1.50
				2.50

SQUARE, TRAP CUT.

No. A2131	Finest Green, 1 to 4 carats, per carat.....	\$7.00	\$3.00
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SAPPHIRES.

The Sapphire is the birthstone for the month of September and signifies wisdom. Of the few gems classed as truly precious, the sapphire is one, the difference between a precious and semi-precious stone, it must be understood, is a purely arbitrary distinction, based not alone upon the beauty of the gem, but upon its rarity and the difficulty of procuring the rough specimens. Rough sapphires are found in widely different parts of the world, and so marked are the characteristics of those coming from different localities that the expert finds but little

difficulty in saying at a glance from what part of the earth a certain specimen has come. The finest sapphires, of the prized **corn flower blue**, comes from Ceylon, though beautiful stones are found in Australia, India and Montana. The sapphire is a **hard, glittering gem, equally beautiful either by daylight or artificial light.** One of the most popular of all gems for rings though suitable for many purposes.

ROUND, BRILLIANT CUT.

(As best suits each stone.)

	Regular Price	OUR PRICE
No. A2132 Oriental, corn flower blue, finest in the world, $\frac{1}{2}$ to $\frac{3}{4}$ carat, per carat.....	\$80.00	\$45.00
No. A2133 Oriental, same as No. A2132, $\frac{7}{8}$ to $1\frac{1}{4}$ carat, per carat	100.00	75.00
No. A2134 Oriental, same as No. A2132, $1\frac{1}{2}$ to 2 carats, per carat	140.00	100.00
No. A2135 Oriental, corn flower blue, fine but not perfect, $\frac{1}{2}$ to $\frac{3}{4}$ carat, per carat.....	35.00	22.50
No. A2136 Oriental, same, $\frac{7}{8}$ to 2 carats, per carat.....	50.00	35.00

OBLONG, ANTIQUE CUSHION CUT.

No. A2137 Oriental, finest grade and color, $\frac{1}{2}$ to $\frac{3}{4}$ carat, per carat	\$80.00	\$45.00
No. A2138 Oriental, finest grade and color, $\frac{7}{8}$ to 2 carats, per carat	100.00	75.00
No. A2139 Oriental, fine but not perfect, $\frac{1}{2}$ to 2 carats, per carat	50.00	35.00
No. A2140 Australian, darker blue than the Oriental, $\frac{1}{2}$ to 1 carat, per carat	20.00	8.00
No. A2141 Australian, $1\frac{1}{4}$ to $2\frac{1}{2}$ carats, per carat.....	35.00	12.00

ROUND, STAR CUT.

No. A2142 Montana, corn flower blue, lighter and somewhat daintier shade than the Oriental, perfect stones, $\frac{1}{2}$ to $\frac{3}{4}$ carats, per carat	\$35.00	\$20.00
No. A2143 Montana, same as above, $\frac{7}{8}$ to $1\frac{1}{4}$ carats, per carat	75.00	40.00
No. A2144 Montana, same as above, $1\frac{1}{2}$ to 2 carats, per carat	90.00	60.00
No. A2145 Montana, not quite so even a blue as first grade, though flawless, $\frac{1}{2}$ to 1 carat, per carat.....	25.00	15.00
No. A2146 Montana, same, $1\frac{1}{4}$ to 2 carats, per carat.....	75.00	45.00

TOPAZ.

Topaz is the birthstone for the month of November, and signifies friendship. No gem has a greater number of ardent admirers than the Topaz. **Brilliant, fairly dancing with life, ranging through a number of shades and colors,** it is small wonder that the Topaz has more than held its own against many rivals for favor. We carry an immense stock of this gem both finished and in the rough, and can hardly cut it fast enough to keep on hand a full line of the various shapes and styles of cutting in each of the colors.

Mere description can do justice to no gem, nor, even, can a colored illustration, though our photographic color plates will give you a good general idea. The following shapes and colors we can supply from our stock. The various designations of shade indicate clearly each quality. **Every one of these stones, LIKE ALL THE GEMS WE OFFER, is flawless, brilliant and perfectly cut.** In any of the styles of cutting there is nothing finer than the Red-Gold, or Madera.

Stones under 3 carats are appropriate for rings, pins, necklaces, bracelets, etc., while the larger stones are best mounted in pendants, brooches, la valiers and the like.

No where else in the world is carried such a variety of shapes, colors and sizes of Topazes as we list:

ROUND DIAMOND CUT.						Regular Price	OUR PRICE
No. A2147	Straw Color,	1/4	to	7/8	carats, per stone.....	\$2.00	\$1.00
No. A2148	Canary "	1/4	"	7/8	" " " ".....	2.00	1.00
No. A2149	Lemon "	1/4	"	7/8	" " " ".....	2.00	1.00
No. A2150	Light Gold,	1/4	"	7/8	" " " ".....	2.00	1.00
No. A2151	Dark "	1/4	"	7/8	" " " ".....	3.00	1.50
No. A2152	Brown "	1/4	"	7/8	" " " ".....	3.00	1.50
No. A2153	Red "	1/4	"	7/8	" " " ".....	5.00	2.50
No. A2154	Straw Color,	1	"	5	per carat.....	3.00	1.50
No. A2155	Canary "	1	"	5	" " " ".....	3.00	1.50
No. A2156	Lemon "	1	"	5	" " " ".....	3.00	1.50
No. A2157	Light Gold,	1	"	5	" " " ".....	3.00	1.50
No. A2158	Dark "	1	"	5	" " " ".....	4.00	2.00
No. A2159	Brown "	1	"	5	" " " ".....	4.00	2.00
No. A2160	Red "	1	"	5	" " " ".....	6.00	2.50

ROUND STAR CUT.							
No. A2161	Lemon Color,	1/4	to	7/8	carats, per stone.....	\$1.75	\$0.85
No. A2162	Dark Gold,	1/4	"	7/8	" " " ".....	2.50	1.25
No. A2163	Red "	1/4	"	7/8	" " " ".....	4.00	2.00
No. A2164	Lemon Color,	1	"	5	per carat.....	2.00	1.00
No. A2165	" "	7 1/2	"	20	" " " ".....	1.75	.85
No. A2166	" "	23	"	50	" " " ".....	1.50	.75
No. A2167	Dark Gold,	1	"	5	" " " ".....	3.00	1.50
No. A2168	" "	6	"	20	" " " ".....	1.75	1.35
No. A2169	" "	23	"	50	" " " ".....	1.50	1.15
No. A2170	Red "	1	"	5	" " " ".....	4.00	2.00
No. A2171	" "	6	"	20	" " " ".....	3.50	1.75
No. A2172	" "	23	"	50	" " " ".....	3.00	1.50

HEXAGON CUT.							
No. A2173	Light Gold,	1	to	10	Carats, per carat.....	\$3.50	\$1.50
No. A2174	Dark "	1	"	10	" " " ".....	4.50	2.00
No. A2175	Red "	1	"	10	" " " ".....	6.00	2.50

SQUARE TRAP CUT.							
No. A2176	Light Gold,	1	to	5	Carats, per carat.....	\$3.50	\$1.50
No. A2177	Dark "	1	"	5	" " " ".....	4.50	2.00
No. A2178	Red "	1	"	5	" " " ".....	6.00	2.50

OVAL, BRILLIANT CUT.							
No. A2179	Light Gold,	1	to	10	Carats, per carat.....	\$2.00	\$1.00
No. A2180	Dark "	1	"	10	" " " ".....	2.50	1.25
No. A2181	Red "	1	"	10	" " " ".....	3.50	1.75

PEAR SHAPE, TABLE CUT.				Regular Price	OUR PRICE
No. A2182	Light	Gold, 2 to 8	Carats, per carat.....	\$3.00	\$1.50
No. A2183	Dark	" 2 " 8	" " " " " " " " " " " "	4.00	2.00
No. A2184	Red	" 2 " 8	" " " " " " " " " " " "	6.00	2.50

DROPS, BRILLIANT CUT, DRILLED.

No. A2185	Light	Gold, Length $\frac{1}{2}$	Inch, per stone.....	\$3.00	\$1.50
No. A2186	"	" " " $\frac{5}{8}$	" " " " " " " " " " " "	4.00	1.75
No. A2187	"	" " " $\frac{3}{4}$	" " " " " " " " " " " "	5.50	2.35
No. A2188	Dark	" " " $\frac{1}{2}$	" " " " " " " " " " " "	4.00	2.25
No. A2189	"	" " " $\frac{5}{8}$	" " " " " " " " " " " "	5.00	2.65
No. A2190	"	" " " $\frac{3}{4}$	" " " " " " " " " " " "	6.50	3.60

DIAMOND SHAPE, BRILLIANT CUT.

No. A2191	Light	Gold, 1 to 5	Carats, per carat.....	\$3.00	\$1.50
No. A2192	Dark	" 1 " 5	" " " " " " " " " " " "	4.00	2.00

HEARTS, TABLE CUT, DRILLED.

No. A2193	Light	Gold, Length $\frac{3}{8}$	Inch, per stone.....	\$3.00	\$1.50
No. A2194	"	" " " $\frac{1}{2}$	" " " " " " " " " " " "	5.00	3.00
No. A2195	"	" " " $\frac{3}{4}$	" " " " " " " " " " " "	7.00	4.00
No. A2196	Dark	" " " $\frac{3}{8}$	" " " " " " " " " " " "	4.00	2.25
No. A2197	"	" " " $\frac{1}{2}$	" " " " " " " " " " " "	8.00	4.50
No. A2198	"	" " " $\frac{3}{4}$	" " " " " " " " " " " "	12.00	6.75

MARQUISE SHAPE, ROSE FRONT.

No. A2199	Dark	Gold, 3 to 8	Carats, per carat.....	\$6.00	\$2.00
No. A2200	Light	" 3 " 8	" " " " " " " " " " " "	5.00	1.50

HEART SHAPE, ROSE FRONT.

No. A2201	Dark	Gold, 5 to 20	Carats, per carat.....	\$6.00	\$2.00
No. A2202	Light	" 5 " 20	" " " " " " " " " " " "	5.00	1.50

PEAR SHAPE, ROSE FRONT.

No. A2203	Dark	Gold, 5 to 15	Carats, per carat.....	\$6.00	\$2.00
No. A2204	Light	" 5 " 15	" " " " " " " " " " " "	5.00	1.50

SHIELD SHAPE, ROSE FRONT.

No. A2205	Dark	Gold, 5 to 20	Carats, per carat.....	\$7.00	\$2.00
No. A2206	Light	" 5 " 20	" " " " " " " " " " " "	6.00	1.50

FOUR-LEAF CLOVER SHAPE, ROSE FRONT.

No. A2207	Dark	Gold, 5 to 10	Carats, per carat.....	\$8.00	\$2.50
No. A2208	Light	" 5 " 10	" " " " " " " " " " " "	7.00	2.00

TOURMALINES.

Tourmalines occur in various colors, red, pink and green, the finest, deep colors coming from Brazil and the more delicate shades from California. Although the Tourmaline has the misfortune of not appearing to as good advantage by artificial light as by daylight, it is an exceedingly handsome stone, possessing great brilliancy and good wearing qualities.

ROUND, EITHER DIAMOND CUT OR STAR CUT.

				Regular Price	OUR PRICE
No. A2209	Red,	Brazilian	$\frac{1}{2}$ to 4 Carats, per carat.....	\$16.00	\$3.00
No. A2210	"	California	$\frac{1}{2}$ " 4 " " " " " " " " " " "	12.00	6.00
No. A2211	Pink	"	$\frac{1}{2}$ " 4 " " " " " " " " " " "	7.00	3.00
No. A2212	Green	"	$\frac{1}{2}$ " 4 " " " " " " " " " " "	6.00	3.00

ZIRCON.

The Zircon is an Oriental stone, ranging in color between **brown and green**. Although not so hard as a sapphire the Zircon is generally sold as a Fancy Sapphire. These stones are **all cut round, and as best suits the individual stone.**

					Regular Price	OUR PRICE
No. A2213	Brown	1 to 5	Carats, per carat.....		\$14.00	\$7.00
No. A2214	Yellow	1 " 5	" " " "		14.00	7.00
No. A2215	Green	1 " 5	" " " "		14.00	7.00

SPINEL.

ROUND STAR CUT.

				Regular Price	OUR PRICE
No. A2216	Purplish Hue,	½ to 2	Carats, per carat.....	\$10.00	\$5.00

WHITE FACETED STONES

The diamond is, of course, the **premier of all white stones**, the gem by which all others are judged and to which they are compared. In every magazine and other advertising vehicle there appears from one to a number of offers of diamonds on credit; and near-diamonds at various prices. As almost everyone knows, the diamond has a **fixed commercial wholesale value**; so well-known a fact is this that people in the trade never hesitate to invest their money in good diamonds, because the market price is so firm, tending upwards from year to year. As we price diamonds on another page we will say no more here other than to utter the word of caution regarding the buying of a diamond on the credit plan. There is little or no doubt that when you buy a diamond, no matter from whom, that it will really be a diamond, for the **misrepresenting of a precious stone is a felony**, but there is nothing to prevent a dealer selling you an inferior diamond, nor is there any law to prevent his charging you any price he can get you to pay.

In order that there may be perfect understanding between us, and never any question of misrepresentation, let us make it perfectly clear that, to anyone who understands stones, there is **no other stone that looks exactly like a diamond**. There are some fine white stones, they have a beauty all their own, and if one will be satisfied to wear them for what they are, to admire such undisputed beauty as they do actually possess, very well and good. **If you want the actual appearance of a diamond, then we say to you frankly, buy a diamond.**

Wherein do other stones fall short of the characteristics of a diamond? perhaps you ask. In two respects. First, no other stone has the hardness and brilliancy of a diamond. The white sapphire, either the natural or the synthetic, is **almost** as hard, and it is **almost** as brilliant, but—it has not the prismatic colors. There is only **one** white stone possessing the diamond's

prismatic colors, and that is the white zircon. Having said this much in a general way, let us now consider the various white stones in detail, all of which we can supply you at the prices quoted.

WHITE SAPPHIRE.

The natural White Sapphire has in recent years been so completely replaced by the synthetic or reconstructed White Sapphire (See Synthetic Gems), that it is with difficulty you will find a place where you can buy such a gem. The reason this stone has become so difficult to procure is that the Synthetic Gem, while in nowise inferior, and only to be told from Nature's product after the most searching tests and microscopic examination, can be offered at a lower price. But we carry the White Sapphire produced by Nature and will supply you with it if there is in your mind any reason or sentiment which prompts you to exercise a preference for the gem produced by Nature instead of man. We tell you quite frankly that **YOU**, no matter how expert you are, will not be able to tell the one from the other, and neither could **WE** if we had not unusual facilities for determining between the two. **BUT, DEPEND UPON IT, THAT WHEN WE SELL YOU ANY STONE AS A NATURAL STONE WE GUARANTEE IT OVER OUR WRITTEN SIGNATURE TO BE JUST WHAT WE CLAIM, AND THE LAW PROTECTS YOU**, for it is a felony, punishable by imprisonment, to misrepresent a stone. We list this stone in round shapes only:

No. B21 $\frac{1}{2}$ to 3 Carats, Per Carat.....\$7.00

ZIRCONS.

The white zircon, or jargoon, while possessing the prismatic colors of the diamond, and almost an equal splendor of whiteness and brilliancy, is still less hard than the sapphire. This is an Oriental stone, the supply of which is always more or less uncertain. We have a few on hand, ranging in size from $\frac{3}{4}$ carat to 4 carats. These are marvelous gems, and there is not a half dozen other places in this country where you can buy them.

No. B22 Round, Diamond Cut, $\frac{3}{4}$ to 4 Carats, sold regularly at from \$15.00 to \$20.00 per Carat, **OUR PRICE**, Per Carat.....\$8.00

PRECIOUS WHITE TOPAZ.

The precious white topaz is a very brilliant white natural stone, by many favorably compared with the white sapphire, though not quite so hard. You will find it offered nowhere else at our price, and you will find it variously offered at from twice to five times our quotation, and advertised as a special offer even at that.

No. B23 Round, Diamond Cut, $\frac{1}{4}$ to $\frac{7}{8}$ Carats, Regular Price for these small stones, Per Stone, \$5.00.

OUR PRICE, Per Stone.....\$1.25

No. B24 Round Diamond Cut, 1 to 5 Carats, Regular Price, Per Carat, \$3.50. **OUR PRICE**, Per Carat\$1.50

WHITE KUNZITE.

The white kunzite offers no advantages over other white faceted stones, besides being particularly liable to fracture under the slightest rough usage. For those who demand it, we carry it in stock.

No. B25 Round, Diamond Cut, 1 to 5 Carats, Regular
Price, Per Carat, \$10.00. **OUR PRICE**, Per
Carat\$4.00

ROCK CRYSTAL.

Of all the white stones, the rock crystal, known under a variety of names, is the least expensive. If you want a good, durable, and clear water-white stone at the lowest price such a genuine article is to be bought, this is the stone you will buy.

ROUND, DIAMOND CUT.

No. B26 1 to 5 Carats, Regular Price, Per Carat, \$2.00.
OUR PRICE, Per Carat.....\$1.00

DIAMONDS

The first thing we must tell you about Diamonds is that there are but few diamonds cut in this country. The diamond cutting center of the world is Amsterdam, where this kind of work is done more economically than anywhere else. Although we cut every other kind of gem in our own shop we, like others, find it advisable to import this gem. Your attention has also been called to the fact that diamonds have a definite commercial value, and that they are sold on a very narrow margin of profit when bought for cash. (If you buy on the installment plan you will pay the dealer a big profit for carrying the account.) You might reason from this that there is no advantage to you in buying from us. That all depends. **IF** you are intimately acquainted with someone who deals in diamonds, **IF** you have implicit confidence in his integrity, and **IF HE** can buy to as good advantage as we can, then **PERHAPS** we can do no better by you on diamonds than the dealer you have in mind.

BUT, consider this: There is probably no other gem that allows the same latitude for **PARTIAL** misrepresentation as the diamond. If we told you all of the hundreds of things that we could say about this precious and most beautiful of all stones, it might only serve to confuse you; grades and qualities are almost innumerable, to say nothing of the sizes being divided into the small fraction of 1-64 of a carat and the price per carat varying with each 1-16. The question of what constitutes a **WHITE** diamond is open to endless controversy, so that in the end, and after all, you are forced to trust the person or firm from whom you buy a diamond.

In our own behalf we say this: WE HAVE ARRANGEMENTS WITH ONE OF THE LARGEST DIAMOND CUTTING WORKS THAT ENABLES US TO BUY DIRECT AND AT FIRST HAND, whereas the jeweler has to buy through a wholesaler who in turn has bought through a jobber. In the matter of diamonds, BY BUYING THROUGH US YOU ARE GETTING AS CLOSE TO THE SOURCE OF PRODUCTION AS IT IS POSSIBLE FOR YOU TO APPROACH—it would not pay US to cut diamonds ourselves because it does not pay anyone else in this country, and a good many have tried. For another thing, you may depend upon it that **WE WILL TELL YOU JUST EXACTLY WHAT SORT OF A DIAMOND WE OFFER YOU.** If we say that at a certain price we will give you a pure white stone, perfect and free from flaws, **THAT IS JUST WHAT YOU WILL GET.** You can see for yourselves that we cannot afford to deceive,—**THE BAREST SUSPICION OF DECEPTION WOULD BE RUINOUS TO OUR BUSINESS.** If a diamond is NOT QUITE white, if it is slightly imperfect and consequently offered at a lower price, thus giving you a **larger stone for the same money**, then we tell you that also, and it is for you to use your own judgment as to what kind of a diamond you want. Many stones having minor imperfections show this only under the magnifying glass, and while they sell at a lower price, so far as beauty to the naked eye is concerned, they are just as handsome and make just as fine an appearance as stones that are in every respect perfect.

As answering all practical purposes, we have divided diamonds into three grades:

No. C21, white, perfect and flawless stones.

No. C22, white, slightly imperfect stones.

No. C23, not perfect white, slightly imperfect.

Prices for diamonds are as follows, subject to change without notice:

Carat	$\frac{1}{8}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	1
No. C21.....	\$20.00	\$40.00	\$120.00	\$175.00	\$245.00
No. C22.....	15.00	30.00	100.00	150.00	200.00
No. C23.....	10.00	20.00	75.00	130.00	160.00

SYNTHETIC GEMS

Synthetic, which means a putting together, as all who have studied chemistry know, is **the one word in all of our language that properly designates these gems.** Every natural gem is, of course, a crystal, and the crystal is formed by nature through the combining of several elements. Having analyzed the different gems and discovered of what they are composed, man's next step was to take the several elements and attempt to combine them. **There is not a known gem that the scientist has not ATTEMPTED to reconstruct synthetically, but so far, with THE ONE EXCEPTION of the sapphire, he has met with no success,** although his **phenomenal success with the exception noted** has been so great that he is more than repaid for the painstaking labor of years which the achievement cost.

The Sapphire, we learn, is composed of pure corundum plus infinitesimal proportions of other chemical elements which impart the colors, blue, red, etc. Now, corundum, in its crude form, is an exceedingly common element which most of us know as emery. But emery is very far from being a gem, just as far, in fact, as a lump of coal, which is of the same chemical composition as the diamond, carbon, so the synthetic chemist had no small task before him in transforming this crude material into a precious stone. Perseverence, time, the almost unlimited expenditure of money, and a rare order of intelligence triumphed in the end, however, and the world found itself the possessor of the reconstructed or synthetic white sapphire, then the ruby, which is in truth a red sapphire, and then the blue sapphire.

As will naturally be supposed, this made a great disturbance in the gem world, and for awhile the synthetic stone held its own and brought almost as high a price as Nature's product, and this might have continued to be the case had the secret been successfully confined to one man's keeping and the output restricted. The price was gradually hammered down, however, to a figure far below that of the mined gem, so that now these natural precious stones scientifically reconstructed, are within the reach of all who love gems. We offer the following:

THE WHITE SAPPHIRE (Synthetic).

This is another one of our leaders.

The Synthetic or Reconstructed White Sapphire is an exact chemical reproduction of the natural white sapphire, differing in no discoverable particular. **Equally as hard as its natural counterpart, it will scratch anything but the diamond.** The synthetic white sapphire is a beautiful stone. It is **the gem you see advertised under many names,** and for which many extravagant claims are made, and we will not say that it does not merit all of the praise bestowed upon it. It is a clear water white; no other stone but the diamond has the same wearing qualities. The only single thing that can be said against the white sap-

phire is that it is **not quite a diamond**; it has not the same chemical composition. Just how fine a stone this white sapphire is, you will appreciate when we tell you that there are **dozens of houses basing their sole hope for existence merely upon selling it at fancy prices and under a variety of names in which the word diamond is frequently compounded. But we can not afford to do that sort of thing.** Glance at these prices—you will see their like quoted nowhere else.

- No. D21 Round, Brilliant Stones, $\frac{1}{8}$ to $\frac{3}{4}$ Carats, **OUR PRICE**, Per Stone.....\$2.25
- No. D22 Round, Brilliant Stones 1 to 3 Carats, **OUR PRICE**, Per Carat..... 2.50

(These are the same stones that are priced by jewelers and those advertising white stones under various fancy names at from \$5.00 to \$20.00 per carat.)

BLUE SAPPHIRE (Synthetic).

The Blue Sapphire is a remarkably handsome stone, splendid in color; brilliant in its refractive qualities, as it could not help but be, seeing that it really is a sapphire, and **should not be confused with an imitation. NEVER BEFORE HAVE BLUE SAPPHIRES BEEN OFFERED AT SUCH INVITING PRICES AS WE QUOTE**, and we guarantee every stone to be **AS FINE AS YOU CAN PROCURE AT ANY PRICE.**

- D23 Round, Brilliant Stones, $\frac{1}{8}$ to $\frac{3}{4}$ Carats, Per Stone\$5.00
- D24 Round, Brilliant Stones, 1 to 3 Carats, Regular Price Per Carat, \$12.00 **OUR PRICE**, Per Carat.. 6.00
- D25 Square, Antique Cushion Shape, $\frac{1}{2}$ to 4 Carats, Regular Price Per Carat \$12.00 **OUR PRICE** Per Carat 6.00

RUBY (Synthetic).

All that has been said concerning the other synthetic gems applies with equal force to this reconstructed gem. **IT IS A RUBY and that seems quite enough to say**, since the ruby has the same chemical construction as the sapphire, or, in other words, is a red sapphire, if one wants to put it that way.

- No. D26 Round, Brilliant Stones, $\frac{1}{8}$ to $\frac{3}{4}$ Carats, Per Stone\$1.75
- No. D27 Round, Brilliant Stones, 1 to 5 Carats, Per Carat, the Regular Retail Price, governed by degree of competition, is from \$5.00 to \$10.00 Per Carat, **OUR PRICE** Per Carat.... 2.00

JOURNET SYNTHETIC GEMS.

In the foregoing listings of synthetic gems we have included the principal reconstructed gems that are offered through the jeweler. They are undeniably handsome stones, but just as there are degrees of excellence in other things

created by man, so is there a difference in Synthetic stones: It has always been supposed that the gems we have already mentioned were the very best it was possible to produce, but now we offer something A LITTLE BIT BETTER, and in gems it is the little things that make differences. It has now been several years since sapphires were first produced in the laboratory. M. Henri Journet, of Paris, the greatest synthetic chemist of modern times, and the world's highest authority on the reconstruction of precious stones, only quite recently made some changes in the technique of precious stone reconstruction which have brought these gems to an even higher degree of perfection than they have heretofore possessed. It has not seemed that there was room for improvement, but it is now undeniable that IMPROVEMENT HAS BEEN MADE, although the method, with the details of which even we are unfamiliar ourselves, involve the greatest care and precision. M. Henri Journet has entered into exclusive contract with US as the SOLE AMERICAN DISTRIBUTORS of the Journet Synthetic Gems, embracing:

THE JOURNET WHITE SAPPHIRE,
THE JOURNET BLUE SAPPHIRE,
THE JOURNET PINK SAPPHIRE,
THE JOURNET GOLDEN SAPPHIRE,
THE JOURNET RUBY,
THE JOURNET ROYAL EMERALD,
THE JOURNET CEYLON ALEXANDRITE,
THE JOURNET PRECIOUS TOPAZ.

While necessity compels us to ask a somewhat higher price for these synthetic gems than we do for the others, this is in reality a protection to you in that the moderate difference in the price will prevent them from becoming common.

In all of our other gems we have made comparison between the Regular Price and OUR PRICE, this is something WE WILL NOT BE ABLE TO DO in regard to the Journet gems as THERE IS NO OTHER PRICE because they can be bought through no one but ourselves: WE HAVE PLACED IN COMPARISON, THEREFORE, THE PRICES FOR THE NATURAL STONES. This was the only thing left for us to do.

JOURNET WHITE SAPPHIRE.

Except in the matter of color the white sapphire does not differ from the blue, green or yellow varieties. On account of its TREMENDOUS HARDNESS and SPLENDID BRILLIANCY it has many and ardent admirers among people desirous of a stone closely resembling the diamond. The white sapphire has a peculiarly glaring white brilliancy, which, combined with great refractive qualities, makes it extremely difficult for any but an expert to distinguish it from the diamond, hence its popularity as a gem of real merit at moderate price.

The present high price of the diamond is the chief cause

of the wide use of the white sapphire and it has now largely replaced the diamond as the birthstone for April.

No. D28 Round, Diamond Cut, $\frac{1}{8}$ to 5 Carats, Regular Price Per Carat for the Natural gem \$7.00.
Journet White Sapphire, **PRICE** Per Carat. . . . \$5.00

JOURNET, THE BLUE SAPPHIRE.

The blue sapphire has left its magnificent luster, its incomparable blue color, in the high places of every land, and has enjoyed a supremacy unequalled by any colored stone other than its complement and rival, the ruby. It seems that the exquisite "corn-flower" blue can not be found in any other gem; this, combined with an almost metallic luster and hardness has gained it that deserved popularity which time has failed to diminish.

Among the ancients the blue sapphire was the most highly prized of all the gems; its very color suggests royalty, power and virtue, because IT is rich and rare and beautiful. The finest natural specimens of blue sapphire are found in India, the home of most fine sapphires, as well as of rubies.

In the cutting of blue sapphires it is necessary to exercise a degree of skill and judgment greater than that for any other gem, since the misplacing of but a few facets ruins the whole color effect.

No. D29 Round, Brilliant Stones, $\frac{1}{8}$ to 3 Carats, Regular price of the Natural gem from \$80.00 to \$140.00 Per Carat, **OUR PRICE** for the Journet Blue Sapphire Per Carat. \$10.00

THE PINK SAPPHIRE.

The pink sapphire is a rare and beautiful member of the corundum group of gem minerals. The demand for the natural variety far exceeds the supply and fine specimens command so high a price that if it were not for the synthetic gem there are few who would not be prohibited the enjoyment of this stone. This is one of the few truly pink gems that combine lustre with color, and, unlike many others, it is a decided beauty under artificial light. A pink diamond could hardly be more brilliant. It is a "study stone," in that it displays a remarkable array of lights, now dancing in frolic from facet to facet, now reposing in the very heart of the gem itself, then leaping back to play with prismatic rays of light. Truly a gem to love and to wear with pride.

No. D210 Round, Brilliant Stones, $\frac{1}{8}$ to 4 Carats, Regular Price of the Natural gem \$150.00 per carat, **OUR PRICE** for the Journet Pink Sapphire, Per Carat. \$10.00

THE GOLDEN SAPPHIRE.

The yellow, or golden sapphire, is a gem of rare beauty, and when properly cut **resembles a yellow diamond**. The pale, undecided, or "straw" colored specimens of the natural stone are not rare, and these suffer considerably in competition with the ordinary topaz. But **THE DEEP CANARY YELLOW HAS NO COMPETITOR**. Its color, sometimes intermingled with unseen green, is in a class entirely its own, and, taking the high polish characteristic of all sapphires, stands supreme over all yellow gems.

Generally speaking, not one sapphire in a thousand has the true canary color, and it is only in the Journet gem that this shade is assured.

No. D211 Round, Brilliant Stones, $\frac{1}{2}$ to 3 Carats, Regular Price for the Natural stone, per carat, \$20.00 and the Synthetic gem is the finer stone. **OUR PRICE** for the splendid Journet Golden Sapphire, Per Carat.....\$9.00

THE RUBY.

Fairest of all the gems is the incomparable, gloriously red ruby. Its triumphant glory has conquered human vanity for 2000 years, and it stands today undisputed king of all gems; alone in color, alone in beauty, as royalty should it stands forth alone in history. Never once has its throne been shaken by rivals, nor its supremacy and lustrous beauty dimmed.

Like the sapphire the ruby is a species of corundum. To describe its color is beyond the strength of mere words, and the only fairly apt comparison is that it is like the blood of a dove. Since the day the light of Asia first shone through the ruby on the brow of the god Buddah, no gem has ever been held in such esteem as the splendid gem of Burma.

As its supreme beauty warranted, this noble gem has always commanded a price commensurate with the scarcity of perfectly colored, flawless specimens; and it is only now that the Journet ruby, (not less fine than any of India's natural products) is offered the lover of the beautiful, that the possession of such a gem is within the reach of all.

No. D212 Round Diamond Cut, very brilliant stones, Regular price of the Oriental Ruby \$50.00 to \$375.00 per carat. **OUR PRICE** for the Journet Ruby, per Carat.....\$5.00

ROYAL EMERALD.

The Journet Royal Emerald, while not literally synthetic in the sense that the sapphire is, is a tremendous triumph of man over the ways of Nature. Lest this statement be in

any sense misleading, let it be understood that no stone under the scale of 9 in hardness has as yet ever been synthetically reproduced. The natural emerald is only 8 in hardness, and is not corundum, so can not therefore, be reproduced by a chemical putting together of its constituent parts. The Journet Royal Emerald is not in reality an emerald-colored sapphire, but a scientific composition possessing **the true emerald color, and more perfect in its freedom from flaws than the natural or Beryl-Emerald**, and less inclined to wateriness of color. We can not claim for the Journet Emerald the same hardness and wearing qualities that we do for the other Journet gems, the only claim we can make is for **great beauty and low price.**

No. D213 Round, Brilliant Stones, $\frac{1}{2}$ Carat to 4 Carats, Regular Price of the Natural Emerald, \$200.00 to \$425.00 per Carat, **OUR PRICE** for the Journet Royal Emerald, Per Carat.. **\$2.50**

No. D214 Cushion Shape, Oblong, $\frac{1}{2}$ to 4 Carats, **OUR PRICE** Per Carat..... **2.50**

THE ALEXANDRITE.

The natural Alexandrite is a chrysoberyl. It possesses a peculiarity found in no other stone, in that **by daylight it is green in color, while under artificial light it is a garnet red.** That M. Henri Journet should produce in the laboratory a stone possessing such qualities is indeed one of the marvels of the age, yet it is a fact that whereas the Journet Alexandrite is only synthetic in the same sense as the Royal Emerald, being in reality a parti-colored sapphire, it possesses that fascinating chameleon quality of displaying one quality by day and another by night.

No. D215 Round, Brilliant Stones, $\frac{1}{2}$ to 3 Carats, Regular Price of the Natural stone Per Carat \$100.00 and difficult to procure at that. **OUR PRICE** for the Journet Alexandrite, Per Carat..... **\$10.00**

No. D216 Oblong, Cushion Shape, $\frac{1}{2}$ to 3 Carats, **OUR PRICE** Per Carat..... **10.00**

PRECIOUS ORIENTAL TOPAZ.

The Oriental Topaz is a **true sapphire**, a little warmer in tone than the golden sapphire, since it has in its yellow the faintest hint of red. Being a full nine in the scale of hardness, possessing the other sapphire characteristics of brilliancy and high refraction, the life of this gem is, as with all sapphires, beyond computation. The rarity of the natural gem makes

it a stone of unusual distinction, eliciting praise and attracting attention wherever seen, not by its gaudiness, but by its simple, dignified beauty. All cut so as to show the greatest brilliancy.

No. D217	Oblong, Cushion Shape, 1 to 3 Carats, Regular Price of the Natural stone \$15.00 per carat, OUR PRICE Per Carat.....	\$10.00
No. D218	Oval Shape, 1 to 3 Carats, OUR PRICE Per Carat	10.00
No. D219	Pear Shape, 1 to 3 Carats, OUR PRICE Per Carat	10.00

CABOCHON STONES

As explained in the article about cutting, these are STONES WITH SMOOTH SURFACES, that is, without facets, though some of the transparent stones have facets on the back, when so stated, to give them an extra brilliancy.

CALIFORNITE.

(Another Leader.)

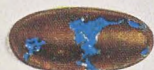
The Californite, or California Jade, as it is sometimes called, is one of the newest stones and is found nowhere else outside of the state whose name it bears. It is not, in reality a jade, being of a much less robust green. It is a very beautiful stone and shows a considerable variety in color, according as it is taken from one mine or another. It is a translucent stone ranging between a light grass green to a yellowish apple green, some specimens containing darker green markings which look like specks of moss in the body of the stone. In the following shapes either dark or light at the same price.

		Regular Price	OUR PRICE
No. E21	Oval, flat back, 1 to 25 Carats, per carat.....	\$1.00	\$0.35
No. E22	Round, " " 1 " 25 " " " "	1.00	.35
No. E23	Pear, " " 1 " 25 " " " "	1.00	.35
No. E24	Double Oval, or lense shape, for charms, 1 to 25 Carats, per carat.....	1.25	.50
No. E25	Cut to order, any shape desired, per carat.....		.50

COLOR PLATE—CABOCHON STONES.

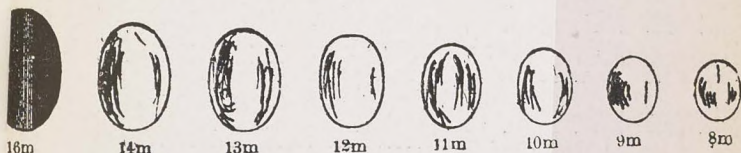
(The colors shown are NOT PERFECT reproductions of the stones but as near the actual colors as the difficulties experienced in color printing permit.)

1. Chrysoprase, $4\frac{1}{2}$ carats.
2. Topaz, Light Gold, $1\frac{1}{2}$ carats.
3. Oriental Moonstone, 3 carats.
4. Rose Quartz, 3 carats.
5. Californite, $2\frac{1}{2}$ carats.
6. Amethyst, Dark, $2\frac{1}{2}$ carats.
7. Jade, $3\frac{1}{2}$ carats.
8. Carbuncle Garnet, 5 carats.
9. Sardonyx, 7 carats.
10. Carmazul, 5 carats.
11. Lapis Lazuli, 3 carats.
12. Turquoise Matrix, Persian, 6 carats.
13. Black Opal, 3 carats.
14. Mexican Cherry Opal, 5 carats.
15. Pholas Pearl.
16. Malachite Heart, 25 carats.
17. Chrysocolla Matrix, 7 carats.
18. Amethyst Matrix, Pear, 4 carats.
19. Flowered Jasper, 19 Carats.
20. Malachite-Azurite, 8 carats.
21. Bloodstone, 6 carats.
22. Emerald Agate, 4 carats.
23. Turquoise, $4\frac{1}{2}$ carats.
24. Amazonite, 4 carats.
25. Pink Tourmaline, Pear, 20 carats.



OWING TO THEIR LIGHTER WEIGHT
OPALS ARE SOMEWHAT LARGER
THAN SIZE SHOWN

SIZE OF OVAL CABOCHON STONES



No. 16 = 6 Carats.

" 15 = 4 1/2 "

" 11 = 2 "

" 9 = 1 "

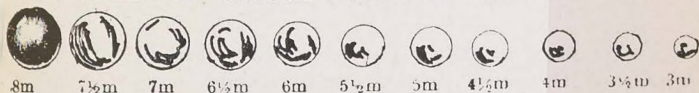
No. 14 = 5 Carats.

" 12 = 3 "

" 10 = 1 1/2 "

" 8 = 3/4 "

SIZE OF ROUND CABOCHON STONES.



No. 8 = 1 1/2 Carats No. 7 = 1 Carat.

" 6 = 3/4 " " 5 = 1/2 "

4 4 = 1/4 " " 3 = 1/8 "

FOR FINISHED PIECE OF JEWELRY
ADD PRICE OF STONE TO PRICE
OF MOUNTING

AMETHYST.

Amethyst cut in the cabochon styles is very popular. With the exception of the darkest shade, however, they are best mounted with a backing of purple foil as this adds density to the color, which the stone needs, on account of the flat back dispersing the color.

								Regular Price	OUR PRICE
No. E26	Dark,	Oval,	flat back,	1 to 25 carats,	per carat			\$3.00	\$1.50
No. E27	Medium	"	"	1 " 25	"	"	"	2.00	1.00
No. E28	Light	"	"	1 " 25	"	"	"	1.00	.50
No. E29	Dark,	Round,	"	1 " 25	"	"	"	3.00	1.50
No. E210	Medium	"	"	1 " 25	"	"	"	2.00	1.00
No. E211	Light	"	"	1 " 25	"	"	"	1.00	.50
No. E212	Dark	Pear	"	1 " 25	"	"	"	3.00	1.50
No. E213	Medium	"	"	1 " 25	"	"	"	2.00	1.00
No. E214	Light	"	"	1 " 25	"	"	"	1.00	.50
No. E215	Dark, Heart,	Domed both sides,	for charms or pendant,	1 to 20 Carats,	per carat			3.00	1.50
No. E216	Same	30 " 50						2.25	1.00
No. E217	Medium shade,	Heart, Domed both sides for charm or pendant,	1 to 20 Carats,	per carat				2.25	1.00
No. E218	Same,	30 to 50 Carats,	per carat					1.75	.75
No. E219	Dark, Heart,	Faceted back, Domed front,	5 to 10 Carats,	per carat				6.00	3.00
No. E220	Same,	15 to 25 Carats,	per carat					5.50	2.25
No. E221	Same,	30 " 40						5.00	2.00
No. E222	Medium shade,	Heart, Faceted back, Domed front,	5 to 10 Carats,	per carat				5.50	2.50
No. E223	Same,	15 to 25 Carats,	per carat					5.00	2.00
No. E224	Same,	30 " 40						4.00	1.50

AMETHYST MATRIX.

In this gem the dark purple is imbedded in the native brownish white matrix, the contrast making a very pleasing effect and giving us a gem that is seldom shown. For the small cost one can have something different.

								Regular Price	OUR PRICE
No. E225	Oval.	Flat back,	1 to 10 Carats,	per carat	...			\$0.75	\$0.35
No. E226	"	"	15 " 30	"	"			.65	.30
No. E227	"	"	36 " 50	"	per stone				15.00
No. E228	Round	"	1 " 10	"	per carat			.75	.35
No. E229	"	"	15 " 30	"	"			.65	.30
No. E230	"	"	36 " 50	"	per stone				15.00
No. E231	Pear	"	1 " 10	"	per carat			.75	.30
No. E232	"	"	15 " 30	"	"			.65	.30
No. E233	"	"	36 " 50	"	per stone				15.00
No. E234	Oval,	Domed on both sides,	for charm,	length ½ inch,	per stone				3.00
No. E235	Oval	Charm, same as E234	¾ inch,	per stone					5.00
No. E236	"	"	1						10.00
No. E237	Drops,	for ear rings or necklace,	drilled,	length ½ inch,	per stone			3.00	1.50
No. E238	Length ¾ inch,	per stone						4.00	2.00
No. E239	"	1 " " "						5.00	2.50

SARDONYX.

Sardonyx is the birthstone for August, and signifies Felicity. It belongs to the agate group of gems and is of a **reddish brown color**. A particularly fine stone for rings, pins and cuff buttons or links.

		Regular Price	OUR PRICE
No. E240	Oval, domed front, 1 to 5 Carats, per carat....	\$0.60	\$0.30
No. E241	" " " 7 " 10 " " " " " " " " " "	.50	.20
No. E242	" Flat front, beveled edge, for rings, 1 to 5 Carats, per carat.....	.65	.35
No. E243	Same, 7 to 10 Carats, per carat.....	.55	.25
No. E244	Round, domed front, 1 to 5 Carats, per carat..	.60	.30
No. E245	" " " 7 " 10 " " " " " " " " " "	.50	.20
No. E246	Pear " " " 1 " 5 " " " " " " " " " "	.60	.30
No. E247	" " " " 7 " 10 " " " " " " " " " "	.50	.20
No. E248	Special shapes to order, 1 to 10 Carats, per carat		.50

EMERALD AGATE.

The **green agate** is very handsome in its various shapes, and is frequently mistaken for the real emerald, which is cut in cabochon shapes when expense is no object. Mounted in scarf pin and cuff links the green agate makes a handsome set.

		Regular Price	OUR PRICE
No. E249	Oval domed front, 1 to 5 Carats, per carat..	\$0.75	\$0.35
No. E250	" " " 7 " 10 " " " " " " " " " "	.60	.25
No. E251	Round " " " 1 " 5 " " " " " " " " " "	.75	.35
No. E252	" " " 7 " 10 " " " " " " " " " "	.60	.25
No. E253	Pear " " " 1 " 5 " " " " " " " " " "	.75	.35
No. E254	" " " " 7 " 10 " " " " " " " " " "	.60	.25

MOSS AGATE.

The Moss Agate is a semi-transparent stone of very **light brown color**, with inclusions of moss, which gives it a very pleasing effect.

		Regular Price	OUR PRICE
No. E255	Oval, domed front, 1 to 5 Carats, per carat..	\$0.75	\$0.35
No. E256	" " " 7 " 10 " " " " " " " " " "	.60	.25
No. E257	" " " 15 " 25 " " " " " " " " " "	.50	.20
No. E258	Round " " " 1 " 5 " " " " " " " " " "	.75	.35
No. E259	" " " 7 " 10 " " " " " " " " " "	.60	.25
No. E260	" " " 15 " 25 " " " " " " " " " "	.50	.20
No. E261	Pear " " " 1 " 5 " " " " " " " " " "	.75	.35
No. E262	" " " 7 " 10 " " " " " " " " " "	.60	.25
No. E263	" " " 15 " 25 " " " " " " " " " "	.50	.20
No. E264	Oval, domed both sides for charm, 2 to 5 Carats, per carat.....	.75	.35
No. E265	Same, 7 to 10 Carats, per carat.....	.60	.25
No. E266	" 15 " 25 " " " " " " " " " "	.50	.20

CHRY SOPRASE.

The Chrysoprase is a gem you will only find for sale in the most exclusive jewelry stores, and have probably never before seen offered by mail, as it is only such extensive gem cutters as ourselves who have these more aristocratic stones. The color is **bluish green** and the stone of the chalcedony type. The price is governed by the quality, judged by both color and freedom from flaws and matrix inclusions.

								Regular Price	OUR PRICE
No. E267	Deep	Color, Oval, domed,	1 to 3	Carats, per carat	\$10.00				\$5.00
No. E268	"	" " " "	5 " 10	" " " "	7.00				3.50
No. E269	Medium,	" " " "	1 " 3	" " " "	5.00				2.00
No. E270	"	" " " "	5 " 10	" " " "	4.00				1.50
No. E271	Light	" " " "	1 " 3	" " " "	1.75				.75
No. E272	"	" " " "	5 " 15	" " " "	1.25				.50

CHRY SOPRASE MATRIX.

The **matrix** of chrysoprase ranges between **brown** and **black**, enclosing the **green gem**, and makes a very handsome stone. In the larger sizes it is much desired for brooches.

								Regular Price	OUR PRICE
No. E273	Oval, domed,	3 to 10	Carats, per carat	\$1.25				\$0.50
No. E274	" " "	10 " 25	" " " "	1.00				.35

CARBUNCLE GARNETS.

The cabochon cut garnet is known as a carbuncle, from its fancied **resemblance to a live coal**. Carbuncles are worn particularly in rings and pins, also in links. We import garnets in the rough from Arizona, Africa, India and Ceylon. We take a just pride in our fine carbuncles, which glow with that **deep burning red** the name implies.

								Regular Price	OUR PRICE
No. E275	African	Carbuncles, Oval, 1 to 5	Carats, per carat	\$3.00					\$1.50
No. E276	"	" " " "	7 " 10	" " " "	2.50				1.00
No. E277	"	" " " "	Round 1 " 5	" " " "	3.00				1.50
No. E278	"	" " " "	" " 7 " 10	" " " "	2.50				1.00
No. E279	India	" " " "	Oval 1 " 5	" " " "	3.00				1.50
No. E280	"	" " " "	" " 7 " 10	" " " "	2.50				1.00
No. E281	"	" " " "	Round 1 " 5	" " " "	3.00				1.50
No. E281	"	" " " "	" " 7 " 10	" " " "	2.50				1.00

MOONSTONES.

The genuine Oriental Moonstone is a form of spar found only in the far East. It is of a **transparent bluish white color**, with a peculiar **greyish sheen**, likened to an **image of the moon**. We import the rough pieces from Ceylon, and cut them with great care.

								Regular Price	OUR PRICE
No. E282	Finest	Quality, Oval, 2 to 20	Carats, per carat	\$2.00				\$1.00
No. E283	"	" " " "	Round, 2 " 20	" " " "	2.00				1.00

AMERICAN MOONSTONES.

There is found on the Pacific Coast a form of Chalcedony which is frequently called American Moonstone, and does somewhat resemble the Oriental stone in color.

		Regular Price	OUR PRICE
No. E284	Oval, Scarf Pin Size, per stone.....	\$1.25	\$0.50
No. E285	“ Small Brooch size, per stone.....	1.75	.75
No. E286	“ Large “ “ “ “ “	2.50	1.00

AUSTRALIAN OPALS.

Opals are found in various portions of the world, and the stones from each locality differ so widely in all of their characteristics that anyone familiar with these gems can tell at a glance from which locality the gem is derived. We import rough opals from Mexico, Australia, New South Wales, Queensland and Nevada, and WE HAVE NO HESITANCY IN SAYING THAT, WITHOUT DOUBT, THE FINEST OPALS IN THE WORLD COME FROM AUSTRALIA, the stones from that country possessing more body and finer colors than any of the other opals.

No. E287	Australian Opal, Oval, “NOBLE OPAL,” is Nature’s gem-flower. Possessing every conceivable shade of color , each quivering and ever changing, this beautiful gem affords the lover of color constant and unending pleasure. There is nothing else to which this stone can be compared—the wing of a Tropical butterfly, a splendid orchid turned to stone—these are only a hint at such notions as a contemplation of the gem conveys. Size 1 to 10 Carats. Regular Price is from \$80.00 to \$100.00 Per Carat. OUR PRICE Per Carat.....	\$50.00
No. E288	Australian Opal, Oval, of very fine quality, splendid colors , though not displayed in such stupendous splotches as the preceding, and generally sold as the finest in the world . Sizes from 1 to 10 Carats. Regular Price Per Carat \$50.00. OUR PRICE Per Carat	25.00
No. E289	Australian Opal, Oval, good colors , green and red, plenty of fire . If not compared with the higher priced stones, which are selected from the best the world produces, is to be considered a gem of rare beauty. 1 to 10 Carats. Regular Price Per Carat \$20.00. OUR PRICE Per Carat.....	\$10.00
No. E290	Australian Opal, oval, good color , some fire . 1 to 10 Carats. Regular Price Per Carat \$10.00. OUR PRICE Per Carat.....	\$ 5.00
No. E291	Australian Opal, Round, same as E290 except shape. Price Per Carat.....	5.00

AUSTRALIAN MATRIX OPALS.

The matrix, or mould, in which all opals are formed in their process of making by Nature, sometimes crowds the colored portion of the gem to such a degree that the color lies in small streaks, or points in the dark brown matrix, and so the whole is cut together, giving a very rich effect. It is as if the polished surface of a nut were pricked out with points of red and green fire.

No. E292 Oval, 2 to 20 Carats. Regular Price Per Carat. \$5.00. **OUR PRICE** Per Carat. \$2.00

AUSTRALIAN BLACK OPALS.

No. E293 Although these gems are known to the trade as "Black Opals," the name is in fact incorrect, as these stones are **not black stones** but simply dark, or lacking in translucency, as compared with the "Noble Opal." What the black opal lacks in clearness, however, it more than makes up in color, the **FIERY RED LAYING IN GREAT SPLATCHES OF LAMBIENT RED AND GREEN FLAME.** A wonderfully fascinating gem of which one can not tire. There are but few places in even the largest cities where such a stone can be purchased. Oval, 1 to 20 Carats. Regular Price Per Carat. \$35.00. **OUR PRICE** Per Carat \$15.00

No. E294 Oval, 1 to 20 Carats. Same character as No. E293, **color a trifle less pronounced**, and a stone **generally sold as finest obtainable**, and at that only to be seen in the largest cities. A splendid gem. 1 to 20 Carats. Regular Price \$25.00 Per Carat. **OUR PRICE** Per Carat. \$12.50

No. E295 Oval, very fine color, but a trifle foggy, as **though the color and fire lay just beneath a veil.** 1 to 20 Carats. Regular Price of this stone is \$20.00 Per Carat. **OUR PRICE** Per Carat \$10.00

No. E296 Oval, fine colors, though **not so much red as green fire**, and a trifle obscured by fog. When not compared with the more expensive grades of black opal this gem when shown is **generally considered worth about five times the price we ask for it.** 2 to 20 Carats. Regular Price from \$10.00 to \$15.00 Per Carat. **OUR PRICE** Per Carat 5.00

QUEENSLAND PEACOCK OPALS.

- No. E297 A very uncommon and beautiful specimen of the Opal family, showing precisely the same colors seen in a peacock feather, **dark blue, purple, and vivid green.** Oval shape, 1 to 5 Carats. Regular Price \$35.00 Per Carat. **OUR PRICE** Per Carat.....**\$15.00**
- No. E298 Same character, but colors not so lively. Oval stone. 1 to 5 Carats. Regular Price \$20.00 Per Carat. **OUR PRICE** Per Carat **7.50**

MEXICAN RAINBOW OPALS.

- No. E299 Although Mexican Opals are **more inclined to transparency** than the Australian stones, they have almost as much color, and the Rainbow Opal is the finest of the many kinds that come from this southern Republic. **Lambient reds, greens and blues** play through the stone **like living fire** flowing in a pool of limpid water. No matter at what angle the stone is turned it is bathed in everlasting fire. Oval, 1 to 5 Carats. Regular Price \$18.00 Per Carat. **OUR PRICE** Per Carat**\$8.00**
- No. E2100 Same, Oval, medium amount of fire. 1 to 5 Carats. Regular Price \$10.00 Per Carat. **OUR PRICE** Per Carat..... **4.00**
- No. E2101 Same, Oval, but little fire. 1 to 5 Carats. Regular Price \$2.50 Per Carat. **OUR PRICE** Per Carat..... **1.00**

MEXICAN HONEY OR AMBER OPAL.

- No. E2102 In an **amber hued body** are seen all the **fires of the rainbow opal**, the only difference being in the body-color, which is distinctive and to be seen in the opals of no other country. A rarely handsome stone. 1 to 5 Carats. Regular Price Per Carat \$25.00. **OUR PRICE** Per Carat.....**\$10.00**
- No. E2103 Same, Oval, medium amount of fire. Regular Price \$12.00 Per Carat. **OUR PRICE** Per Carat..... **5.00**
- No. E2104 Same, Oval, small amount of fire, Regular Price \$2.50 Per Carat. **OUR PRICE** Per Carat **1.00**

MEXICAN CHERRY OPAL.

- No. E2105 Oval, 1 to 20 Carats. Of a deep, warm **red color**, containing no splashes of other color, but possessing a glow that is soft and pleasing, like a tropical sunset. Regular Price \$2.00 Per Carat. **OUR PRICE** Per Carat... **1.00**

MEXICAN MATRIX FIRE OPALS.

- | | | |
|-----------|---|--------------|
| No. E2106 | The opal cut and polished with its matrix or native rock which, through lending body to the stone, causes the fire and color splashes to show forth more vividly. Finest grade. 1 to 10 Carats, Oval. Regular Price \$20 Per Carat. OUR PRICE Per Carat.... | 10.00 |
| No. E2107 | Same, medium quality and color, 1 to 20 Carats. Regular Price Per Carat \$10. OUR PRICE Per Carat..... | 5.00 |
| No. E2108 | Same, but little fire though good body-color, Regular Price \$3.50 Per Carat. OUR PRICE Per Carat..... | 1.50 |

ROSE QUARTZ.

Rose Quartz is a translucent gem of beautiful **soft pink color**, about the shade of a La France rose. It is never free from slight checks, or "feathers." In these days when so much stress is laid upon matching gems to dress the Rose Quartz is a distinct acquisition.

					Regular Price	OUR PRICE
No. E2109	Oval,	1 to	5 Carats,	per stone.....	\$2.25	\$1.00
No. E2110	"	6 "	20 "	per carat.....	.50	.20
No. E2111	Round	1 "	5 "	per stone.....	2.25	1.00
No. E2112	"	6 "	20 "	per carat.....	.50	.20
No. E2113	Pear	1 "	5 "	per stone.....	2.25	1.00
No. E2114	"	6 "	20 "	per carat.....	.50	.20
No. E2115	Heart Shape, domed both sides, for Pendant or charm, length $\frac{1}{2}$ inch, per stone.....				3.00	1.50
No. E2116	Same	"	$\frac{3}{4}$ "	" " " ".....	4.00	2.00
No. E2117	Same	"	1 "	" " " ".....	5.00	2.50

RUBY (Synthetic).

Cut en cabochon, the Ruby has a very rich appearance, the blood red color finding its counterpart in no other stone.

						Regular Price	OUR PRICE
No. E2118	Oval,	1½	to 5	Carats,	per carat.....	\$2.50	\$1.25
No. E2119	Round,	½	“ 3	“	“ “ “.....	2.50	1.25

SMITHSONITE

Another **green stone**, soft in color, almost indescribable, and numbering its admirers in larger figures every day. If you want something different, this is a stone you ought to consider.

No.						Regular Price	OUR PRICE
No. E2120	Oval,	1 to	5	Carats,	per carat.....	\$3.50	\$1.50
No. E2121	"	7	15	"	" " ".....	3.00	1.00
No. E2122	Round,	1 "	5	"	" " ".....	3.50	1.50
No. E2123	"	7 "	15	"	" " ".....	3.00	1.00

TOURMALINE.

Pink and Green, what are called feathered stones, because not sufficiently fine in quality for faceting, yet possessing splendid color. Can you buy them at our price anywhere else?

					Regular Price	OUR PRICE
No. E2124	Pink	Oval	1 to 10	Carats, per carat.....	\$1.50	\$0.75
No. E2125	"	Round	1 " 10	" " " "	1.50	.75
No. E2126	Green,	Oval,	1 " 10	" " " "	1.50	.65
No. E2127	"	Round	1 " 10	" " " "	1.50	.65

AMAZONITE.

This is a **delicate green** stone with a mica-like sheen. Its mild lustre and pale, **uneven color**, are a delight to the lover of quiet, unassuming gems.

					Regular Price	OUR PRICE
No. E2128	Oval,	1 to 5	Carats, per carat.....		\$1.00	\$0.35
No. E2129	Round	1 " 5	" " " "		1.00	.35
No. E2130	Pear	1 " 5	" " " "		1.00	.35

AZURITE.

Azurite is a **dark blue opaque** stone, very much resembling Lapis Lazuli, though the color is somewhat more dense—almost a navy blue. The difference in the two grades is in the finer finish of the higher price grade, the medium being somewhat porous.

					Regular Price	OUR PRICE
No. E2131	Finest,	Oval,	1 to 10	Carats, per carat.....	\$2.00	\$1.00
No. E2132	"	Round,	1 " 10	" " " "	2.00	1.00
No. E2133	"	Pear,	1 " 10	" " " "	2.00	1.00
No. E2134	Medium,	Oval,	1 " 10	" " " "	1.25	.50
No. E2135	"	Round,	1 " 10	" " " "	1.25	.50
No. E2136	"	Pear,	1 " 10	" " " "	1.25	.50

MALACHITE.

Malachite is an **opaque green** gem streaked with darker shades of green, these latter lying sometimes in straight lines and again forming in whirls and curly lines. This is a stone that is much admired, and the supply of which has grown more and more scarce with each succeeding year. It takes an exceptionally high polish.

					Regular Price	OUR PRICE
No. E2137	Oval,	1 to 10	Carats, per carat.....		\$0.75	\$0.30
No. E2138	Round,	1 " 10	" " " "75	.30
No. E2139	Pear	1 " 10	" " " "75	.30
No. E2140	Heart,	domed both sides, for pendant or charm			3.00	1.50
	Length	½ inch, per stone.....			4.00	2.00
No. E2141	Same,	length ¾ inch, per stone.....			5.00	2.50
No. E2142	"	" 1 " " " "				

MALACHITE-AZURITE.

This is a gem showing Nature in one of her sportive moods, as a result of which we have a wonderful blending of the vividly contrasting colors of the two preceding gems,—bright green striped with blue, the stripes taking every conceivable fantastic form. By many, and not without good reason, this is considered the premier of all opaque gems. As some of this material is susceptible of a higher polish than others, we have divided it into two grades. Regular OUR

we have divided it into two grades.						Regular Price	OUR PRICE
No. E2143	Finest	Quality,	Oval,	1 to 10	Carats, per carat	\$3.00	\$1.50
No. E2144	"	"	Round,	1 " 10	" " "	3.00	1.50
No. E2145	"	"	Pear,	1 " 10	" " "	3.00	1.50
No. E2146	"	"	Heart,	domed	both sides, and		
			drilled,	for pendant or charm,	per carat.....	3.50	1.60
No. E2147	Medium	quality,	Oval	1 to 10	Carats, per carat	1.50	.75
No. E2148	"	"	Round,	1 " 10	" " "	1.50	.75
No. E2149	"	"	Pear,	1 " 10	" " "	1.50	.75
No. E2150	"	"	Heart,	domed	both sides, and		
			drilled, for pendant or charm,	3 to 20 Carats	per carat.....	1.75	.80

BLOODSTONE

Bloodstone is the birthstone for the month of March and signifies bravery and courage. The **body-color is dark green with fleckings of blood red**, and it takes a high polish that withstands hard wear and abuse better than many other gems. **For rings it is often cut flat on top with a small bevel**, and this form of cutting shows the gem to better advantage than any other cut.

other cut.		Regular Price	OUR PRICE
No. E2151	Oval, domed front, 1 to 5 Carats, per carat.....	\$1.00	\$0.35
No. E2152	Oval flat front, bevel, 1 to 5 carats, per carat.....	1.25	.50
No. E2153	Round, domed front, 1 to 5 Carats, per carat.....	1.00	.35

CARNELIAN

Translucent, **pink** in color, and of a compact texture. A very dainty, handsome stone, with a lustre much resembling that of a clear opal.

No. E2154	Oval,	1 to 5	Carats, per carat.....	Regular Price	OUR PRICE
No. E2155	Round,	1 " 5	" " " ".....	\$1.00	\$0.35
				1.00	.35

TIGER-EYE.

Tiger-eye is a species of silicified wood which, when polished, has a **silken lustre**. The color is brown with **darker brown parallel stripes** which change from brown to yellow when the stone is turned at different angles. This stone is cut with a flat surface as best showing its beauty. It is much used in rings, pins and cuff links.

used in rings, pins and cuff links.				Regular Price	OUR PRICE
No. E2156	Oval,	Flat front,	1 to 5 Carats, per carat....	\$1.00	\$0.50
No. E2157	Round,	" " " 1 " 5	" " " " " " " " " " " "	1.00	.50
No. E2158	Square	" " " 1 " 5	" " " " " " " " " " " "	1.00	.50
No. E2159	Oblong	" " " 1 " 5	" " " " " " " " " " " "	1.00	.50
No. E2160	Oblong,	" " bent,	1 to 5 Carats, per carat	1.00	.50

CHINESE JADE.

This is the sacred stone of China, and possesses a rare **green color** seen in no other gem. It is very hard and tough and takes a high polish. Its use in jewelry covers a wide field, (scarf pins, cuff links, brooches, pendants, beads, etc.)

		Regular Price	OUR PRICE
No. E2161	Finest Quality, any standard shape or size, per carat	\$5.00	\$2.50
No. E2162	Good Quality, any standard shape or size, per carat	3.00	1.50

NEW ZEALAND JADE.

Sometimes called Tasmanian Jade, is of a **darker shade of green than the Chinese gem** and is in more general use. A very fine tough stone used in every form of jewelry, and particularly in rings and charms. Regular **OUR**

		Regular Price	OUR PRICE
No. E2163	Oval, domed front, 1 to 5 Carats, per carat....	\$1.50	\$0.75
No. E2164	" " " " 7 " 10 " " " " " " "	1.25	.50
No. E2165	" flat front, Beveled, 1 to 5 Carats, per carat	2.50	1.00
No. E2166	" " " " 7 " 10 " " " " " "	2.00	.75
No. E2167	Round, domed front, 1 to 5 Carats, per carat...	1.50	.75
No. E2168	" " " " 7 " 10 " " " " " "	1.25	.50
No. E2169	" flat front, Beveled, 1 to 5 Carats, per carat	2.50	1.00
No. E2170	" " " " 7 " 10 " " " " " "	2.00	.75

LAPIS LAZULI.

Lapis Lazuli is an **opaque stone of a royal, luxuriant blue**; in fact, the **bluest of all stones**, and one of the most popular among those who admire rich, rare color rather than sparkling brilliancy. **THE FINEST QUALITY HAS BECOME SO SCARCE THAT IT IS HARDLY EVER OFFERED BY EVEN THE LARGEST STORES, YET WE CARRY THE FINEST GRADES**, importing from Siberia and Chili. The following grades in any of the regular standard shapes, and not exceeding 50 carats in size.

Regular **OUR**

	Regular Price	OUR PRICE
No. E2171 Finest (Splendid Blue), per carat.....	\$10.00	\$5.00
No. E2172 Good, per carat	5.00	2.00
No. E2173 Fair (Generally called fine), per carat.....	2.50	1.00
No. E2174 Good color, metal specks, per carat.....	2.50	.75
No. E2175 Good color, white matrix, " "	1.50	.50

TURQUOISE.

Turquoise is the birthstone for December and signifies success and prosperity. The **Robin's Egg Turquoise** has been in fashion ever since the reign of Cleopatra. **Fine specimens containing no matrix lines and possessing an even ROBIN'S EGG BLUE color** are rare and although the Persian variety is considered the best, the mines of California, Arizona and Nevada produce gems of an exquisite color and of larger size than

those of Persia. In mounting Turquoise with diamonds a contrast of striking beauty is obtained.

			Regular Price	OUR PRICE
No. E2176	Robin's Egg Blue, Oval, $\frac{1}{2}$ to 2 Carats, per carat		\$3.00	\$1.50
No. E2177	Robin's Egg Blue, Round, $\frac{1}{2}$ to 2 Carats, per carat		3.00	1.50
No. E2178	Robin's Egg Blue, Oval, $2\frac{1}{2}$ to 5 Carats, per carat		4.00	2.00
No. E2179	Robin's Egg Blue, Round, $2\frac{1}{2}$ to 5 Carats, per carat		4.00	2.00
No. E2180	Good Blue, Oval, $\frac{1}{2}$ to 2 Carats, per carat		1.50	.75
No. E2181	" " Round, $\frac{1}{2}$ " 2 " " "		1.50	.75
No. E2182	" " Oval, $2\frac{1}{2}$ " 5 " " "		3.00	1.50
No. E2183	" " Round, $2\frac{1}{2}$ " 5 " " "		3.00	1.50

TURQUOISE MATRIX.

The Turquoise Matrix differs from clear Turquoise in that the blue is streaked or spotted by the quartz mould in which it was formed by nature. The colors of the blue are every bit as fine, and in the past few years the Matrix Turquoise has been worn more generally than any other cabochon stone. Our stock of Matrix Turquoise is very complete. Besides the rough gem material from which we will cut special shapes or sizes to order, we list the following in either round or oval shapes, and in sizes from One to One Hundred Carats.

			Regular Price	OUR PRICE
No. E2184	Spider web matrix, Finest Blue, per carat		\$1.50	\$0.75
No. E2185	Brown matrix, delicate tracing, Fine Blue, per carat		1.00	.50
No. E2186	Brown matrix, heavier layers, Good Blue, per carat		.75	.35
No. E2187	Brown matrix, in splotches, Good Blue, per carat		.60	.25

LABRADORITE.

The body of this stone is a dull gray, and when properly cut it throws out broad flashes of a sapphire blue, as the light happens to fall upon the stone from the proper angle. Adapted to use in pins, links and brooches.

			Regular Price	OUR PRICE
No. E2188	Oval, 1 to 10 Carats, per carat		\$1.50	\$0.75
No. E2189	Round, 1 " 10 " " "		1.50	.75

VARISCITE.

Variscite is a beautifully green opaque gem, very similar to turquoise in texture, though differing in color. Suitable for any kind of jewelry.

			Regular Price	OUR PRICE
No. E2190	Oval, 1 to 10 Carats, per carat		\$0.75	\$0.25
No. E2191	Round, 1 " 10 " " "		.75	.25
No. E2192	Pear, 1 " 10 " " "		.75	.25

VARISCITE MATRIX.

Opaque green body with brown matrix forming in fantastic, irregular designs. A handsome stone just making its way into popular favor.

					Regular Price	OUR PRICE
No. E2193	Finest,	Oval,	2 to 20	Carats, per carat.....	\$1.50	\$0.75
No. E2194	"	Round,	2 " 20	" " " "	1.50	.75
No. E2195	Good,	Oval,	2 " 20	" " " "	1.00	.50
No. E2196	"	Round,	2 " 20	" " " "	1.00	.50

JASPER.

Jasper is a hard stone and takes a very high polish. It occurs in many colors,—red, green, brown, yellow and mottled, or bird's-eye effect. OF ALL THE LOW PRICED GEMS JASPER OFFERS THE GREATEST VARIETY OF EFFECTS.

					Regular Price	OUR PRICE
No. E2197	Small Oval, Red,			per stone.....	\$1.50	\$0.50
No. E2198	" " Brown	" "	" "	" " " "	1.50	.50
No. E2199	" " Green,	" "	" "	" " " "	1.50	.50
No. E2200	" " Yellow,	" "	" "	" " " "	1.50	.50
No. E2201	" " Birds-Eye,	" "	" "	" " " "	1.50	.50
No. E2202	Oval, Small Brooch Size, Red,			per stone..	2.00	.75
No. E2203	" " " " Brown,	" "	" "	" " " "	2.00	.75
No. E2204	" " " " Green,	" "	" "	" " " "	2.00	.75
No. E2205	" " " " Yellow,	" "	" "	" " " "	2.00	.75
No. E2206	" " " " Birds-Eye,	" "	" "	" " " "	2.00	.75
No. E2207	Oval, Large Brooch Size, Red,			per stone..	3.00	1.00
No. E2208	" " " " Brown,	" "	" "	" " " "	3.00	1.00
No. E2209	" " " " Green,	" "	" "	" " " "	3.00	1.00
No. E2210	" " " " Yellow,	" "	" "	" " " "	3.00	1.00
No. E2211	" " " " Birds-Eye,	" "	" "	" " " "	3.00	1.00

CHRYSOCOLLA MATRIX.

A moss-green gem with deep blue shading into the green and much streaked with bronze matrix, the whole taking a high polish. For a set consisting of links and pin, this stone can not be equaled at the low price we offer it. Also a very desirable stone for brooch or charm.

					Regular Price	OUR PRICE
No. E2212	Oval, size for pin or links, per stone.....				\$1.50	\$0.50
No. E2213	" " " " small brooch, " " " "				2.00	.75
No. E2214	" " " " large brooch, " " " "				3.00	1.00
No. E2215	Oval, domed both sides, for charm or pendant, one inch in length and well proportioned, per stone				4.00	1.25

CORAL.

Coral occurs in red, pink and white, though the white is little used in jewelry. Pink is the most desirable color, and occurs in various shades, of which we list two of the best. The finest pink comes from the Mediterranean, and the medium,

not of such even color, is found in the Sea of Japan. Any shape or size.

			Regular Price	OUR PRICE
No. E2216	Finest Pink,	per carat.....	\$3.00	\$1.50
No. E2217	Medium "	" "	1.50	.75
No. E2218	Red,	" "85	.45

CARMAZUL.

Carmazul is, at this writing, the very newest stone,—the product of a California mine. It is **opaque**, and in **color a dark, rich red, with azure blue markings**. An unusually distinctive gem and appropriate for any kind of jewelry.

				Regular Price	OUR PRICE
No. E2219	Oval,	1 to 5 Carats,	per carat.....	\$1.00	\$0.50
No. E2220	"	7 " 10 "	" " " "90	.45
No. E2221	"	15 " 25 "	" " " "75	.35
No. E2222	Round,	1 " 5 "	" " " "	1.00	.50
No. E2223	"	7 " 10 "	" " " "90	.45
No. E2224	"	15 " 25 "	" " " "75	.35

CAMEOS.

Cameos are one of the few classes of gems we do not cut in our own shop. We tell you this quite frankly, for no cameos are engraved in this country, this form of artistic expression seeming to find its best representatives in the Latin countries. But, if we do not cut cameos that is not your loss for we do the next best thing, **we import them direct from the cameo cutting centers**. Our personal representative, stationed permanently at Idar, the world-center for the distribution of rough gem materials, makes periodical trips to Venice, Rome and Naples, where he is on terms of the closest relationship with the various cameo cutters, and who buys in quantity direct from these artists.

As will be observed, we list cameos cut in various stones, as well as shell and coral. All of our stone cameos are cut in Florence, our coral cameos in Genoa, and our shell cameos in Naples. As a result of our close watch upon the work of almost every artist in these various colonies, **we are constantly in receipt of the best cameos produced by modern cutters**, while our collection of antiques is frequently enriched by additions culled from the oldest European collections.

Naturally, as cameos are engraved by hand and not machine made, it is seldom that any two of them are alike, that is, we want you to understand that we can not guarantee to give you the same subject that may appear in our illustrations, which are only intended to convey the idea of the

character of subjects treated in the different kinds of cameos. We are adding under each separate style of cameo a brief description, and this, supplemented by the excellent photographic reproduction, will give you a good idea of what we have to offer you at **PRICES ONLY A LITTLE ABOVE WHAT WE PAY ABROAD. IS THERE ANY REASON WHY YOU SHOULD PAY MORE THAN WE ASK?**

And remember this, for it is important, **EVERY CAMEO WE OFFER IS A GENUINE CAMEO, ENGRAVED FROM ONE PIECE OF STONE OR SHELL**, not built up and pasted together as are many so-called cameos, for we guarantee perfect workmanship, thorough satisfaction, and always your money back if not pleased.

Bear in mind the definitions given below:

OUR PRICES of cameos are from one-half to two-thirds lower than regular prices.

SHAPES are listed as **CUSHION, OVAL, ROUND, AND IRREGULAR**. The illustrations make this clear.

A **CAMEO** is a raised picture.

AN INTAGLIO is a sunken picture, that is, the reverse of a cameo.

BENT cameos or intaglios are so designated, and where not specified as bent the stone has a flat back.

CHEEVE means that the picture is engraved in a sunken place as differing from the picture engraved upon the flat background.

WE HAVE NOT LISTED PRICES OTHERS WOULD CHARGE FOR THEY HAVE NOT THE STONES TO OFFER AT ANY PRICE.

BLACK ONYX CAMEOS.

Black Onyx cameos are cut out of one piece of perfect back gem-onyx, the raised figure and its background being of exactly the same color. As all of our cameos are cut by artists of the highest skill, one at first glance is apt to be deceived and imagine that figure and background are different shades of stone, on account of the cunning ingenuity with which the workman has manipulated his high lights and their relieving shadows. Although cameos are made to be worn, of course, and are now much sought for that purpose at a time when the art of their cutting has become almost a lost one, **many lovers of the beautiful are endeavoring to make collections of these picture-gems**, though they have heretofore found their efforts crippled through not knowing how and where to look to add to their treasures. So, to the amateur collector, we say that you can not do better than to **begin** with one of these black onyx cameos; and to the one hesitating lest a solid black cameo look too sombre for wear, we wish to offer assurance that this is not the case,

for there is nothing depressing about this stone and one never tires of the delightful contemplation of the beauty of the splendid engraving.

No. F21	Cushion Shape, One Roman Head, (not illustrated), for ring or brooch. Price Per Stone.	\$ 2.50
No. F22	Cushion Shape, bent, One Roman Head, (not illustrated), for ring. Price Per Stone.	2.50
No. F23	Cushion Shape, square, 2 Heads, Olympian god and goddess, for brooch or charm. Price Per Stone.	5.00
No. F24	Cushion shape, 4 Heads of heroic Grecian characters, 2 male, 2 female, for brooch. Price Per Stone.	15.00
No. F25	Cushion shape, square, 2 Heads, male and female, placed diagonal of square. Price Per Stone	7.50
No. F26	Cushion shape, square, 2 male heads cheeve, placed diagonal of square, for brooch or charm. Price Per Stone.	7.50
No. F27	Cushion, small oblong, 1 Roman head cheeve, for ring or pin. Price Per Stone.	1.50
No. F28	Cushion shape, 1 Roman male head cheeve, and small Roman design at each end, edge grooved for wire band of charm, or may be used for brooch. Price Per Stone.	7.50
No. F29	Oval shape, figure of Greek goddess, for brooch or charm. Price Per Stone.	10.00
No. F210	Oval shape, head of Greek warrior, for ring, charm or brooch. Price Per Stone.	3.50
No. F211	Oval shape, 3 Roman heads, for ring, charm or brooch. Price Per Stone.	7.50
No. F212	Round shape, drilled on edge, allegorical figure cheeve, for charm or brooch. Price Per Stone	4.00

BLACK ONYX INTAGLIOS.

Intaglios, as before stated, are the reverse of cameos, being sunken below the surface of the stone. Intaglios cut in black are very handsome, and probably show rounded effects and curves to even better advantage than cameos. A peculiarity of all intaglios is that when turned at certain angles the figures appear to be raised. All splendidly cut stones, each one chosen for some particular mark of beauty.

No. F213	Cushion, long narrow, Greek head, for ring, pin or brooch. Price Per Stone.	\$.2.00
No. F214	Cushion, short narrow, Olympian figure, on raised oval, for ring or pin. PRICE Per Stone	1.25
No. F215	Cushion, head of Roman warrior, for ring or brooch. PRICE Per Stone.	4.00
No. F216	Cushion, square, head of Greek goddess placed diagonal of square, for brooch or charm. PRICE Per Stone.	5.00



F215



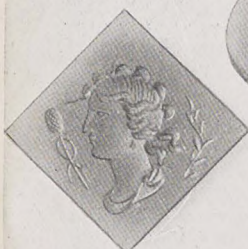
F210



F258



F222



F235



F216



F221



F234



F245



F218



F212



F248



F23



F244



F217

No. F217	Cushion, square, head of Greek goddess, for charm or brooch. PRICE Per Stone.....	4.00
No. F218	Cushion, mythological group, for brooch or charm. PRICE Per Stone.....	4.00
No. F219	Irregular shape, 4 Roman heads, for brooch. PRICE Per Stone.....	15.00
No. F220	Cushion, very long narrow, mythological group, for brooch. We have only a few of these and can get no more when gone. PRICE Per Stone	15.00
No. F221	Oval, Roman head, for brooch or charm. PRICE Per Stone.....	3.50
No. F222	Oval, 2 figure group of Olympian characters, for brooch or charm. PRICE Per Stone.....	5.00

BLACK AND WHITE ONYX CAMEOS.

The two colored cameo is made by selecting a slab of onyx the upper layer of which is a pure, undefiled white and the lower layer jet black. By cutting away portions of the white and working down to the lower black layer, the various heads and figures are caused to stand forth in bold relief upon the contrasting background. Every one of our two and three color cameos is made in this way, and **WE ABSOLUTELY GUARANTEE THE FINISHED GEM TO BE A TRUE CAMEO, CUT FROM ONE PIECE OF STONE.**

No. F223	Cushion, 4 heads, cut in three strata of color. Upon the black background show two beautiful white Greek female heads, facing outward, between these and higher show two bearded male heads in dark brown. A very unusual cameo, not produced by modern cutters, and of which we have but a limited number. Suitable for brooch. PRICE Per Stone	\$15.00
No. F224	Cushion, 3 heads on a black background. Partially superimposed appear successively a white, a brown and a black head. A very fine example of the older cameo cutter's skill. Suitable for brooch. Only a few on hand. PRICE Per Stone.....	15.00
No. F225	Cushion, long narrow cheeve, woman's head. For pin. PRICE Per Stone.....	2.50
No. F226	Cushion, short narrow, woman's head. For ring or pin. PRICE Per Stone.....	1.50
No. F227	Cushion, short narrow, woman's head, small design above and below. For ring or pin. PRICE Per Stone.....	1.50
No. F228	Cushion, short narrow, female figure. For ring or pin. PRICE Per Stone.....	1.50



F28



F252



F230



F257



F219



F233



F220



F25



F256



F26



F232



F247



F24



F211



F223



F246



F224

BLACK AND WHITE ONYX INTAGLIOS.

Just the reverse of the black and white cameo, the white figure showing below black.

- No. F229 Cushion, short narrow, Roman head. For ring or pin. **PRICE** Per Stone..... \$1.50

SARDONYX CAMEOS (One Color).

Sardonyx, or red agate, is a beautiful material from which to cut cameos, as the color is splendidly rich and uniform.

- No. F230 Cushion, dark red, grooved edge, masculine head cheeve, small design at ends. For brooch or charm. **PRICE** Per Stone.....\$10.00
- No. F231 Oval, dark red, 3 masculine heads. For pin or brooch. **PRICE** Per Stone..... 5.00
- No. F232 Irregular shape, dark red, 4 heads, 2 male and 2 female. For brooch. **PRICE** Per Stone 18.00

SARDONYX INTAGLIOS (One Color).

If there is any gem possessing a more alluring beauty than the perfectly cut Sardonyx Intaglio we have yet to see it. One can find pleasure in studying these figures by the hour.

- No. F233 Cushion, light red, slightly rounded front. Greek head. For ring, pin or brooch. **PRICE** Per Stone..... \$7.50
- No. F234 Cushion, dark red, 2 Greek heads, male and female. For brooch or charm. **PRICE** Per Stone 5.00
- No. F235 Cushion, square, light red, Greek female head diagonal of square. For charm or brooch. **PRICE** Per Stone..... 5.00
- No. F236 Cushion, short narrow, dark red, medieval head, small design above and below. For ring or pin. **PRICE** Per Stone..... 1.50
- No. F237 Cushion, short narrow, dark red, Olympian figure. For ring or pin. **PRICE** Per Stone.. 1.50
- No. F238 Cushion, oblong, Medieval head in slightly blue cheeve. For ring, brooch or pin. **PRICE** Per Stone 4.00

RED AND WHITE SARDONYX CAMEOS.

Constructed in the same way as the black and white cameo, from one piece of stone showing different colored strata, the red and white cameo presents a very striking and beautiful effect. The red background in some of these stones



F242



F253



F255



F213



F243



F249



F261



F27



F250



F259



F251



F227



F29



F226



F260



F238



F236



F225



F237



F231



F254



F229



F239



F240



F228



F214



F241

shades down to almost a pink, while in others it blazes forth as a vivid contrast to the immaculate white heads or figures.

No. F239	Cushion, short narrow, brownish red background, white mythological female figure, white design above and below. For ring or pin. PRICE Per Stone.....	\$1.50
No. F240	Cushion, short narrow, delicate pink background, white female head. For ring or pin. PRICE Per Stone.....	1.50
No. F241	Cushion, short narrow, light red background, white female head. For ring or pin. PRICE Per Stone	1.50
No. F242	Cushion, dark red background, white female head cheeve. For brooch or pin. PRICE Per Stone	2.50
No. F243	Cushion, a 3-strata stone, pink background, white female head with brilliant red masculine head superimposed. An exceptionally fine cameo, supply limited. For ring, brooch or pin. PRICE Per Stone.....	5.00
No. F244	Oval, dark red background, white female head. A fine illustration of modern cutting. For ring or pin, or can supply in pairs for links. PRICE Per Stone	3.50

RED AND BLACK CAMEOS.

Constructed same as other two-color cameos, with the difference that where the heads or figures are shaded the effect has been gained by burning the stone after it has been cut, in which way some very delicate shadings are obtained.

No. F245	Cushion, pink background, Roman head of dark brown shading to light brown. Very fine. For ring, brooch or pin. PRICE Per Stone	\$ 4.50
No. F246	Cushion, pink background, 2 Norse heads. White female against background, with jet black male head superimposed. A fine, striking effect, and not to be surpassed for beauty of workmanship. For ring, pin or brooch. PRICE Per Stone.....	10.00
No. F247	Cushion, white cheeve, bright red border, brown male head on white. For pin or brooch. PRICE Per Stone.....	7.50

BROWN CAMEOS.

No. F248	Cushion, black cheeve, 2 heads, white shaded brown, brown border around cheeve. For brooch. PRICE Per Stone.....	10.00
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TIGER-EYE CAMEOS.

Tiger-eye, a species of silicified wood taking a silk-like finish, and showing various shades of brown and yellow as it is turned to the light at different angles, is much used for cameos. Although tiger-eye has not been much used for a number of years past it is beginning to come into its own again, as it should from its undeniable beauty. Our heads and figures are undoubtedly the handsomest ever cut in tiger-eye.

No. F249	Cushion, Egyptian female head. For ring, brooch or pin. PRICE Per Stone.....	\$2.50
No. F250	Cushion, Egyptian female head. For ring or pin. PRICE Per Stone.....	2.00
No. F251	Cushion, oblong, Egyptian female head. For brooch, ring or pin. PRICE Per Stone.....	1.75
No. F252	Cushion, modern female head. For ring or pin. PRICE Per Stone.....	2.50
No. F253	Cushion, long narrow, female figure. For ring or pin. PRICE Per Stone.....	2.25
No. F254	Cushion, short narrow, female figure. For ring or pin. PRICE Per Stone	1.50
No. F255	Cushion, bent, female head. For ring PRICE Per Stone.....	2.00
No. F256	Cushion, round corners, bent, female head. For ring or pin. PRICE Per Stone.....	1.25
No. F257	Cushion, round corners, female head. For ring or brooch. PRICE Per Stone.....	3.00
No. F258	Cushion, bent, female head. For ring. PRICE Per Stone	2.50
No. F259	Cushion, round corners, female head. For ring or brooch. PRICE Per Stone.....	2.25
No. F260	Cushion, round corners, Egyptian head. For ring or pin. PRICE Per Stone.....	2.00

TIGER-EYE INTAGLIOS.

No. F261	Cushion, bent, female head. A very handsome stone for ring. PRICE Per Stone.....	2.00
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CORAL CAMEOS.

All of our Coral Cameos are cut from fine pink coral and the engraving is the very highest class of workmanship. All of the subjects are women's heads and shoulders. The illustrations show exact sizes, but we can not guarantee to supply cameos with same faces as shown in pictures,—no two being engraved alike. The illustrations are merely to indicate size and quality of work.

No. F262	Coral Cameo, PRICE Each.....	\$ 9.00
No. F263	“ “ “ “	15.00
No. F264	“ “ “ “	3.00
No. F265	“ “ “ “	17.50
No. F266	“ “ “ “	5.00
No. F267	“ “ “ “	4.25

SHELL CAMEOS.

Our shell cameos are cut from selected conch shells, the colors of which lie in strata. As the cutter works down through the upper layer in which color the picture stands forth upon a different colored background, very handsome effects are obtained. Illustrations show exact sizes and character of work.

No. F268	Shell Cameo, Pink and White, Quality of cutting and finish good but not finest. PRICE Each.....	\$ 2.75
No. F269	Shell Cameo, dark brown background, picture pure white, very finest cutting and finish. PRICE Each.....	12.00
No. F270	Shell Cameo, light brown background, picture white and brown, very finest cutting and finish. PRICE Each.....	8.50
No. F271	Shell Cameo, dark brown background, picture white and brown, cutting and finish good, but not finest. PRICE Each.....	3.50
No. F272	Shell Cameo, white background, pink head, cutting and finish good but not finest. PRICE Each	1.35
No. F273	Shell Cameo, white background, pink head, cutting and finish good but not finest. PRICE Each	1.75

00.8
 00.8
 00.8
 00.8
 00.8
 00.8



F 262



F 268



F 263



F 269



F 264



F 270



F 265



F 271



F 266



F 272



F 267



F 273

SIZE OF WHOLE PEARLS.

9	8	7	6	5	4	3	2	1	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----

Of all gems the pearl is the only one of animal origin. As everyone knows, the pearl is formed by the oyster. The making of pearls is not the oysters' regular business, however, and he only does it in self-defense, by throwing a coating of nacre over and around a grain of sand; the result, in the course of time, is a perfect sphere, the color of which is to be compared to nothing but itself—pearl gray. The sizes of pearls range from that of the head of a pin to that of an ordinary pea. We list the following, and on larger sizes will be glad to quote prices on application.

No. G21 Half Pearls:

Size	5	6	7	8	9	10	11	12
Price Each	...	\$.20	.20	.20	.20	.20	.25	.25	.25
Size	13	14	15	16	17	18	19	20
Price Each	...	\$.25	.30	.30	.40	.40	.50	.50	.60

No. G22 Whole Pearls:

Size	7	8	9	10	11	12	13	14
Price Each	...	\$.20	.20	.30	.30	.40	.50	.60	.70
Size	15	16	17	18	19	20	21	22
Price Each	...	\$.1.00	1.30	1.50	1.70	1.90	2.00	2.50	3.00

CULTURE PEARLS

You have read, under the heading of Pearls, how pearls are made by the oyster. And you have noted the prices for genuine natural pearls as Nature presents them through the ordinary medium, the oyster. Now WE OFFER YOU HERE WHAT IS KNOWN AS THE CULTURE PEARL, and, as its method of production is interesting we are going to tell you how it is produced. As will be remembered from what was said about natural pearls, they are produced by the oyster's efforts to save himself from the irritation of a chance grain of sand having found lodgment in his shell, and that upon this grain of sand the nacre gradually builds up the pearl. From this it was reasoned that if the oyster's shell were opened and a foreign substance introduced, pearls would be produced as the manipulator wished. But it did not work out that way. While the oyster was willing to take care of a grain of sand now and then, he emphatically refused to make pearls out of anything larger, and spat out the little pebbles which they tried to make him take care of. And so the artificial creation of pearls languished.

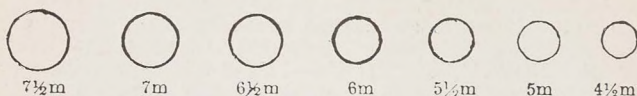
Then the patient Jap took the matter up. His solution of the difficulty was to **bore a hole in the oyster's shell**; and introduce through this a piece of porcelain of suitable size. Naturally what was of suitable size to the pearl-fisher—good and big—was not suitable to the oyster, and he promptly died. But this didn't discourage the Jap, for the Japanese sea was full of oysters, time was of little value, and he settled down to a **long and careful series of experiments**, till finally it was found just how large a piece of porcelain an oyster of a certain size and weight could be forced to keep without causing its death.

WHILE THE BASIS OF EACH CULTURE PEARL IS A BIT OF PORCELAIN, JUST AS THE FOUNDATION OF EVERY NATURAL PEARL IS A BIT OF SAND THE RESULT IN BOTH CASES IS AN ACTUAL PEARL, PERFECT IN EVERY RESPECT with the one exception that in the place where the pearl has been attached to the shell a small dark speck shows, but as this is concealed in the gold mounting it makes no real difference to the wearer.

The most skillful and famous of all the Japanese pearl culturists is Mr. I. Yamaguchi, and with him we have an agreement which gives us exclusive right to the first pick of all culture pearls from his fishery.

AND AGAIN LET US CALL YOUR ATTENTION TO THE MATTER OF PRICE. Never before has the natural pearl brought so high a price as at the present, the demand being far in excess of the supply, and so it is with peculiar pleasure that we announce our control of this wonderful culture pearl which we are offering at prices so reasonable that **YOUR DESIRE FOR A PEARL OF GENEROUS SIZE NEED NOT GO UNSATISFIED.**

SIZE OF CULTURE PEARLS.



Sizes and prices as follows:

No. G23 CULTURE PEARLS:

Price of Natural Pearl of this size would be:

Size:

4 1/2	5	5 1/2	6	6 1/2	7	7 1/2
\$7.00	\$12.00	\$21.00	\$30.00	\$45.00	\$65.00	\$90.00

OUR PRICE Each for the finest known Culture Pearl is:

Sizes:

4 1/2	5	5 1/2	6	6 1/2	7	7 1/2
\$4.55	\$5.65	\$7.00	\$7.90	\$10.50	\$13.10	\$14.00

PINK CULTURE PEARLS.

The natural pink pearl is so very uncommon a gem, and its values are placed at such exceedingly high figures, that we have refrained from listing it, as it is quite impossible to forecast from day to day when one may acquire such a gem of a given size. Mr. Yamaguchi, however, has accomplished the seemingly impossible in that he has SUCCEEDED IN CULTIVATING THE PINK PEARL, perfect in color, and when mounted not to be told from the natural product. The color of the gem must be seen to be appreciated; the pink, although dainty, is pronounced, and the lustre is **marvelously iridescent**.

We have not made comparisons of prices and sizes straight through the series, for the reason that **there is no fixed market price for the pink pearl, each gem being sold for the highest price it will bring—PRACTICALLY AUCTIONED OFF.** In a general way, however we will state that the price has ranged from \$20.00 for the smallest size we list, to over \$1000.00 for the largest size, and that this high priced gem, when mounted, **IN OUR OPINION WAS NOT MORE BEAUTIFUL THAT THE GEM FOR WHICH WE ASK ONLY \$13.10.**

We can say no more than to repeat again: "YOUR MONEY BACK IF NOT SATISFIED."

No. G24 PINK CULTURE PEARLS:

OUR PRICE Each for finest known Pink Culture Pearls:

Size	4 1/2	5	5 1/2	6	6 1/2
	\$5.25	\$6.10	\$8.75	\$10.50	\$13.10

Price of Natural Pink Pearls of these sizes ranges between \$20.00 and \$1000.00.

PHOLAS PEARLS.

Pholas Pearls, known also as Abalone Blister Pearls, differ from other pearls not only in color but in shape and size as well. The word "blister" conveys the idea very clearly, for that is what they are, having formed on the inside of the abalone shell as the result of the abalone's having been attacked by a small boring parasite that has pierced its shell. **A very good illustration of the Pholas Pearl will be seen in the color plate facing page 28.**

The Pholas Pearl is rich in color, which ranges through **brilliant shades of green, lavender, pink and iridescent hues, all blended in a background of molten silver.** In lustre the Pholas Pearl is not surpassed by the finest Oriental Pearls. In size they vary between a half inch and two inches in length, and are given an oval shape. All of these Pholas Pearls are fished by our own operators.

In the smaller sizes they are much admired for scarf pins and links, while the medium and larger sizes are in great demand for brooches and pendants. We list the following sizes and grades.

No. G25 Finest Quality, Oval.						
Length . . .		½ inch	¾ inch	1 inch	1½ inch	2 inch
PRICE Each		\$3.00	\$4.00	\$5.00	\$7.50	\$10.00
No. G26 Medium Quality, Oval.						
Length . . .		½ inch	¾ inch	1 inch	1½ inch	2 inch
PRICE Each		\$2.00	\$3.00	\$4.00	\$6.00	\$8.00
No. G27 Good Quality, Oval.						
Length . . .		½ inch	¾ inch	1 inch	1½ inch	2 inch
PRICE Each		\$0.75	\$1.25	\$2.00	\$3.50	\$5.00

The difference in quality is that the less expensive have not quite so fine a surface, being a little wavy, or wrinkled, and in grade listed as "good quality," the colors are not so lively.

MOUNTINGS FOR GEMS

As we sell you gems directly from the Cutter's lap, so do we sell you mountings direct from the Jeweler's bench. Primarily we are gem cutters, but secondarily we are manufacturers of jewelry. The making of jewelry is one of the things we were forced into to protect our customers. So long as we sold gems at wholesale only there was no pressing reason why we should manufacture jewelry, but shortly after we began selling gems directly to the consumer, we found that we must either make the jewelry ourselves, or else our customers had to pay out for mounting all that we saved them. We didn't like that, so we went into jewelry manufacturing.

The following illustration are the ones we have found to be the most popular. Every one of them is solid 14 Kt. gold, unless otherwise specified, and is backed by our guarantee.

Gold is gold, remember, and we sell you that at just what it costs us; as the gold is worked into a mounting we add the cost of labor, and on top of this we add our own small profit, and the total of the three, gold plus labor plus our profit is what you have to pay.

Every mounting is good, heavy weight gold, every grain of gold that we can give you for the money, and, COMPARED WITH WHAT YOU WOULD HAVE TO PAY ELSEWHERE, FROM A THIRD TO A HALF CHEAPER. If you have a chance to buy lower than our prices for gold mountings, or even as low, then find out what quality of gold it is, and also if it is not pretty light weight.

All prices are for the mountings only. Add price of stone desired to price of mounting, and you have cost to you of the piece of jewelry complete. Thus, if you should want a ring costing \$5.00 and a Synthetic Sapphire costing \$6.00, the total cost would be \$11.00.

No. A223	Dark Purple,	1 to 10 Carats.	Per Carat.....	3.50	1.50
No. A224	Medium "	1 to 10 Carats.	Per Carat.....	3.00	1.25
No. A225	" "	13 to 20 Carats.	Per Carat.....	2.50	1.00
No. A226	Light " (Lilas)	1 to 10 Carats.	Per Carat..	2.50	1.00
No. A227	" "	6½ to 20 Carats.	Per Carat..	2.00	.85
No. A2182	Light Gold,	2 to 8 Carats, per carat.....	\$3.00		\$1.50
			4.50		2.00
No. 240	Light " (Lilac)	2 to 5 Carats.	Per Carat...	2.00	1.00

HOW TO MEASURE THE FINGER

Always send size of ring wanted



Measure the finger with a narrow strip of paper, drawn tightly around so that the ends just meet. Lay the strip of paper on the scale with one end at the line on the left end. The number at opposite end denotes your correct size. Short lines between numbers indicate half sizes.

A FEW HELPFUL SUGGESTIONS.

Any of the ring mountings shown on pages 61 and 62, and pictured as containing a round stone, is an appropriate setting for either a Diamond, Sapphire, Ruby or any other of the faceted stones; the stones enumerated, however, are particularly desirable for rings on account of their excessive hardness, as there is no piece of jewelry subjected to such trying usage as a ring. When considering a stone for one of these rings turn to Pages 21 to 27 and READ WHAT IS SAID ABOUT SYNTHETIC GEMS. On Page 6 The Moca Gem is described.

Sizes of Faceted Stones of different weights shown on Pages 4 and 5.

Culture Pearls, either white or pink (described on pages 55 and 56), are very effective in the Pearl Ring settings shown on page 63.

Ring No. H233 is particularly designed for Opals and Moonstones, (Pages 32 to 36) though suitable for any other small cabochon stones.

Ring No. H232 makes a handsome mounting for Turquoise Matrix, and is appropriate for Sardonyx, Bloodstone, Amethyst Matrix or Emerald Agate, and MAY be used for ANY of the other cabochon stones.

The handsome Ear Screws and Studs shown on Page 67 are most effective when set with either Diamonds, Sapphires or Rubies. (See Synthetic Gems Pages 21 to 27 and Oriental Rubies and Sapphires pages 13 and 14).

Scarf Pin No. H248 is very appropriate for any of the cabochon stones, while the other Scarf Pins are appropriate to ANY of the Faceted Stones.

See sizes of Cabochon stones Page 29.

See Colors, Sizes, Shapes and styles of cutting of different stones facing Pages 2-8-28.

FOR RING COMPLETE ADD PRICE OF STONE DESIRED. DO NOT FORGET TO GIVE SIZE OF FINGER.

No. H21	Gentleman's Flat Belcher Ring taking:									
	Stone Size	2	1 $\frac{3}{4}$	1 $\frac{1}{2}$	1 $\frac{1}{4}$	1	$\frac{3}{4}$	$\frac{1}{2}$	$\frac{1}{4}$	Carats
	PRICE...	\$7.50	\$7.25	\$7.00	\$6.75	\$6.50	\$6.00	\$5.50	\$5.00	
No. H22	Gentleman's Round Belcher Ring taking:									
	Stone Size	2	1 $\frac{3}{4}$	1 $\frac{1}{2}$	1 $\frac{1}{4}$	1	$\frac{3}{4}$	$\frac{1}{2}$	$\frac{1}{4}$	Carats
	PRICE...	\$7.50	\$7.25	\$7.00	\$6.75	\$6.50	\$6.00	\$5.50	\$5.00	
No. H23	Ladies' Tiffany Ring taking:									
	Stone Size	2	1 $\frac{3}{4}$	1 $\frac{1}{2}$	1 $\frac{1}{4}$	1	$\frac{3}{4}$	$\frac{1}{2}$	$\frac{1}{4}$	Carats
	PRICE...	\$6.00	\$5.50	\$5.00	\$4.50	\$4.00	\$3.50	\$3.15	\$2.70	
No. H24	Ladies' Heavy Wire Tiffany Ring taking:									
	Stone Size	1 $\frac{1}{2}$	1 $\frac{1}{4}$	1	$\frac{3}{4}$	$\frac{1}{2}$	$\frac{1}{4}$			Carats
	PRICE	\$3.15	\$2.85	\$2.60	\$2.25	\$2.10	\$2.00			
No. H25	Fancy Pierced Belcher Ring taking:									
	Stone Size					$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$		Carats
	PRICE					\$7.00	\$7.50	\$8.00		
No. H26	Radium Belcher Ring taking:									
	Stone Size						$\frac{1}{4}$	$\frac{1}{2}$		Carats
	PRICE						\$6.50	\$7.00		
No. H27	Fancy Belcher Ring taking:									
	Stone Size				$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	1		Carats
	PRICE				\$6.75	\$7.25	\$7.75	\$8.25		
No. H28	Engraved Belcher Ring taking:									
	Stone Size					$\frac{1}{8}$	$\frac{1}{4}$	$\frac{1}{2}$		Carats
	PRICE					\$5.75	\$6.00	\$6.50		
No. H29	Fancy Tooth Belcher taking:									
	Stone Size	2	1 $\frac{3}{4}$	1 $\frac{1}{2}$	1 $\frac{1}{4}$	1	$\frac{3}{4}$	$\frac{1}{2}$	$\frac{1}{4}$	Carats
	PRICE...	\$10.00	\$9.75	\$8.50	\$8.00	\$7.50	\$7.00	\$6.50	\$6.00	
No. H210	Claw Mounting taking:									
	Stone Size	2	1 $\frac{3}{4}$	1 $\frac{1}{2}$	1 $\frac{1}{4}$	1	$\frac{3}{4}$	$\frac{1}{2}$	$\frac{1}{4}$	Carats
	PRICE..	\$10.50	\$10.25	\$9.00	\$8.50	\$8.00	\$7.50	\$7.00	\$6.50	
No. H211	Colonial Claw Ring taking:									
	Stone Size	1 $\frac{1}{2}$	1 $\frac{1}{4}$	1	$\frac{3}{4}$	$\frac{1}{2}$	$\frac{1}{4}$			Carats
	PRICE	\$8.75	\$8.25	\$7.75	\$7.25	\$6.75	\$6.25			
No. H212	Fancy Belcher Ring taking:									
	Stone Size	1 $\frac{1}{2}$	1 $\frac{1}{4}$	1	$\frac{3}{4}$	$\frac{1}{2}$	$\frac{1}{4}$			Carats
	PRICE	\$8.75	\$8.25	\$7.75	\$7.25	\$6.75	\$6.25			
No. H213	Fancy Engraved Ring taking:									
	Stone Size					$\frac{1}{4}$	$\frac{1}{8}$	1/16		Carats
	PRICE					\$6.00	\$5.75	\$5.50		
No. H214	Fancy Engraved Ring taking:									
	Stone Size			$\frac{1}{2}$	$\frac{1}{4}$	$\frac{1}{8}$	1/16			Carats
	PRICE			\$6.50	\$6.00	\$5.75	\$5.50			
No. H215	Fancy Engraved Ring taking:									
	Stone Size				$\frac{1}{4}$	$\frac{1}{8}$	1/16			Carats
	PRICE				\$6.00	\$5.75	\$5.50			
No. H216	Fancy Engraved Ring taking:									
	Stone Size				$\frac{3}{8}$	$\frac{1}{4}$	$\frac{1}{8}$	1/16		Carats
	PRICE				\$5.75	\$5.50	\$5.25	\$5.00		
No. H217	Fancy Trumpet Ring taking:									
	Stone Size				$\frac{3}{8}$	$\frac{1}{4}$	$\frac{1}{8}$	1/16		Carats
	PRICE				\$6.00	\$5.75	\$5.50	\$5.25		



No. H21



No. H22



No. H23



No. H24



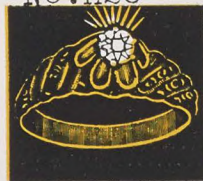
No. H25



No. H26



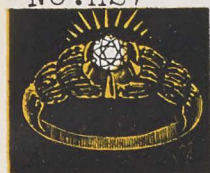
No. H27



No. H28



No. H29



No. H210



No. H211



No. H212



No. H213



No. H214



No. H215



No. H216



No. H217



No. H218

We ship all rings in velvet lined velvet cases

No.	Description	Regular Price	OUR PRICE
No. H218	Pierced Ring, Engraved, taking:		
	Stone Size $\frac{1}{4}$ $\frac{1}{8}$ $\frac{1}{16}$ Carats		
	PRICE \$5.75 \$5.50 \$5.25		
No. H219	Fancy Carved Ring taking center:		
	Stone Size $\frac{1}{4}$ $\frac{1}{8}$ Carats and two outside stones of $\frac{1}{4}$ carat		
	PRICE... \$6.00 \$5.75		
No. H220	Fancy Engraved Ring taking:		
	Stone Size $\frac{1}{4}$ $\frac{1}{8}$ Carats		
	PRICE \$5.75 \$5.50		
No. H221	Fancy Engraved Ring taking:		
	Stone Size $\frac{1}{4}$ $\frac{1}{8}$ Carats		
	PRICE \$6.00 \$5.75		
No. H222	One Stone Gypsy Ring taking:		
	Stone Size 2 $1\frac{3}{4}$ $1\frac{1}{2}$ $1\frac{1}{4}$ 1 $\frac{3}{4}$ $\frac{1}{2}$ $\frac{1}{4}$ Carats		
	PRICE... \$8.00 \$7.75 \$7.50 \$7.25 \$7.00 \$6.50 \$6.00 \$5.50		
No. H223	Three Stone Gypsy Ring taking:		
	Three Stones Size $1\frac{1}{2}$ $1\frac{1}{4}$ $1\frac{1}{8}$ 1 $\frac{3}{4}$ $\frac{1}{2}$ $\frac{1}{4}$ $\frac{1}{8}$ Carats		
	PRICE.. \$10.00 \$9.00 \$8.50 \$8.00 \$7.50 \$7.25 \$7.00 \$6.75		
No. H224	Two Stone Snake Ring taking:		
	Two Stones Size $\frac{1}{8}$ $\frac{1}{16}$ Carats		
	PRICE \$9.00 \$9.00		
No. H225	Engraved Lion's Head Ring taking:		
	Stone Size $\frac{1}{8}$ $\frac{1}{16}$ Carats		
	PRICE \$9.00 \$9.00		
	PRICE \$6.50 \$5.50 \$4.50		
No. H226	Twin Tiffany Ring taking:		
	Two Stones Size 1 $\frac{3}{4}$ $\frac{1}{2}$ $\frac{1}{4}$ Carats		
	PRICE \$4.80 \$4.50 \$4.00 \$3.60		
No. H227	Three Stone Tiffany Ring taking:		
	Three Stones Size $\frac{3}{4}$ $\frac{1}{2}$ $\frac{1}{4}$ Carats		
	PRICE \$6.50 \$5.50 \$4.50		
No. H228	Tiffany Ring for One Pearl taking:		
	(Culture Pearl Sizes)		
	Pearl Size ... $7\frac{1}{2}$ 7 $6\frac{1}{2}$ 6 $5\frac{1}{2}$ 5 $4\frac{1}{2}$		
	PRICE \$6.00 \$5.50 \$5.00 \$4.50 \$4.00 \$3.50 \$3.15		
No. H229	Twin Tiffany Ring for Pearls taking:		
	Two Stones Size. 6 $5\frac{1}{2}$ 5 $4\frac{1}{2}$ Culture Pearl Sizes		
	PRICE \$4.80 \$4.50 \$4.00 \$3.60		
	For rings taking smaller size pearl same price as size $4\frac{1}{2}$.		
No. H230	Three Stone Ring for Pearls taking:		
	Three Stones Size $5\frac{1}{2}$ 5 $4\frac{1}{2}$		
	PRICE \$4.00 \$3.50 \$3.25		
	For rings taking smaller size pearls same prices as for size $4\frac{1}{2}$.		
No. H231	Two Stone Tiffany Ring taking:		
	ONE Pearl and ONE Faceted Stone Size and PRICES same as for No. H226.		
No. H232	Plain Ring for Cabochon Stones taking:		
	Stone 2 Carats and under.....PRICE \$5.00		
	" 3 Carats to 5 Carats.....PRICE 6.00		
	" 6 Carats to 8 Carats.....PRICE 7.00		
No. H233	Engraved Three Stone Cabochon Ring taking:		
	THREE Stones not over One Carats Size.....PRICE \$6.50		
No. H234	Cluster Ring taking:		
	One Center Stone or Pearl, and Six Stones not over $\frac{1}{8}$ CaratPRICE \$9.00		
No. H235	Three Stone Ring taking:		
	One Pearl and Two Stones not over 1 Carat in sizePRICE \$7.00		
No. H236	Two Stone Ring taking:		
	One Round and One Square Stone not over 1 Carat sizePRICE \$6.00		



No. H219



No. H220



No. H221



No. H222



No. H223



No. H224



No. H225



No. H226



No. H227



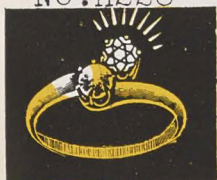
No. H228



No. H229



No. H230



No. H231



No. H232



No. H233



No. H234



No. H235



No. H236

We ship all rings in velvet lined velvet cases

We ship all brooches in velvet lined velvet boxes

10 KT. GOLD BROOCHES.

No. H237	Seven Stone Brooch, $\frac{1}{8}$ Carat Stones, rose finish..	PRICE	\$10.00
No. H238	Six Stone Brooch, $\frac{1}{8}$ Carat Stones, bright finish..	PRICE	12.50
No. H239	One Stone Brooch, $\frac{1}{8}$ Carat Stone, Old English finish	PRICE	6.00
No. H240	One Stone Brooch, bright finish.....	PRICE	5.50
No. H241	One Stone Brooch, $\frac{1}{4}$ Carat Stone, bright finish, larger than No. H240.....	PRICE	9.00
No. H242	One Stone Brooch, $\frac{1}{8}$ Carat Stone, rose finish....	PRICE	5.50
No. H243	One Stone Brooch, taking Stone $\frac{1}{4}$ Carat to 1 Carat in size, bright finish.....	PRICE	9.50
No. H244	One Stone Brooch, $\frac{1}{16}$ Carat Stone, bright finish	PRICE	5.00

We suggest as suitable stone for these brooches
either a Diamond, Sapphire or Ruby. See
Synthetic Gems.



No. H237



No. H238



No. H239



No. H240



No. H241



No. H242



No. H243



No. H244

ALL PRICES ARE FOR MOUNTINGS ONLY. ADD
PRICE OF STONE SELECTED.

All mountings on this page 14 Kt. gold.

No. H245	Ear Screws taking:								
	Stone Size	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	1				Carats
	Price Pair	\$4.50	\$5.15	\$5.50	\$7.00				
No. H246	Ears Screws, French style, taking:								
	Stone Size	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	1				Carats
	Price Pair	\$5.00	\$5.65	\$6.00	\$7.00				
No. H247	Stud taking:								
	Stone Size	2	$1\frac{3}{4}$	$1\frac{1}{2}$	$1\frac{1}{4}$	1	$\frac{3}{4}$	$\frac{1}{2}$	Carats
	PRICE..	\$3.75	\$3.50	\$3.25	\$3.00	\$2.75	\$2.50	\$2.25	
No. H249	Stud, French style, taking:								
	Stone Size	$1\frac{1}{2}$	$1\frac{1}{4}$	1	$\frac{3}{4}$	$\frac{1}{2}$			Carats
	PRICE	\$3.50	\$3.25	\$3.00	\$2.75	\$2.50			
No. H248	Scarf Pin, engraved edge, for any Stone not over 3 Carats in size.....							PRICE	\$3.00
No. H250	Scarf Pin, plain claw mounting, taking:								
	Stone Size	2	1	$\frac{3}{4}$	$\frac{1}{2}$	$\frac{1}{4}$			Carats
	PRICE	\$3.50	\$3.25	\$3.00	\$2.75	\$2.50			
No. H251	Scarf Pin for Two Stones, upper stone $\frac{3}{4}$ to 1 Carat; lower stone 1/16 to $\frac{1}{4}$ Carat size.....							PRICE	\$5.00
No. H252	Scarf Pin for Two Stones, upper stone $\frac{3}{4}$ to 1 Carat; lower stone 1/16 to $\frac{1}{2}$ Carat.....							PRICE	6.00
No. H253	Scarf Pin, French style claw, taking: Stone $\frac{1}{8}$ Carat to $\frac{1}{2}$ Carat.....							PRICE	3.50
No. H254	Scarf Pin, pear shape stone above; lower stone $\frac{1}{8}$ to $\frac{1}{4}$ Carat.....							PRICE	5.00
No. H255	Scarf Pin, Stone up to 1 Carat size; pearl any size							PRICE	5.00
No. H256	Scarf Pin, taking Stone up to $\frac{1}{4}$ Carat.....							PRICE	3.00
No. H257	Scarf Pin, engraved, taking Stone up to $\frac{1}{4}$ Carat..							PRICE	3.50
No. H258	Scarf Pin, for TWO Stones, up to $\frac{3}{4}$ Carat size							PRICE	8.00
No. H259	Scarf Pin, taking Stone up to 1 Carat size.....							PRICE	7.00
No. H260	Scarf Pin, taking Stone up to $\frac{1}{2}$ Carat size.....							PRICE	6.00
No. H261	Scarf Pin, for TWO Stones, upper up to 1 Carat; lower not over $\frac{1}{4}$ Carat size.....							PRICE	8.00



No. H245



No. H246



No. H247



No. H248



No. H249



No. H250

No. H251

No. H252

No. H253



No. H254

No. H255

No. H256

No. H257



No. H258

No. H259

No. H260

No. H261

ship all of these in velvet lined velvet boxes

COLORS IN STONES TO MATCH GOWN OR TIE.

PINK AND ROSE SHADES.

Pink Tourmaline.	Kunzite.	Pink Pearl.
Rose Quartz.		Pink Sapphire.
	Pink Sapphire.	

PURPLE SHADES.

Amethyst.		Amethyst Matrix.
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GRAY SHADES.

Moss Agate.	Pholas Pearl.	Pearl.
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BROWN AND TAN SHADES.

Topaz.	Opal.	Zircon.
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RED SHADES.

Garnet.	Ruby.	Coral.
Sardonyx.	Tourmaline.	Opal.

GREEN SHADES.

Aquamarine.	Bloodstone.	Chrysoprase.
Variscite.	Amazonite.	Californite.
Olivine.	Jade.	Jade.
Malachite.	Peridot.	Tourmaline.
Emerald.		Emerald Agate.

BLUE SHADES.

Aquamarine.	Azurite.	Chrysocolla Matrix.
Lapis Lazuli.	Sapphire.	Turquoise.
	Turquoise Matrix.	

YELLOW SHADES.

Golden Sapphire.	Topaz.
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BIRTHSTONES.

JANUARY	Garnet	Constancy
FEBRUARY	Amethyst	Sincerity
MARCH	Bloodstone	Truth
APRIL	Diamond and White Topaz.....	Pride
MAY	Emerald	Happiness
JUNE	Pearl and Agate.....	Health
JULY	Ruby	Love
AUGUST	Sardonyx	Faith
SEPTEMBER	Sapphire	Wisdom
OCTOBER	Opal	Friendship
NOVEMBER	Topaz	Friendship
DECEMBER	Turquoise	Success



